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Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

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### OUR COVER

JUDY NUGENT finds time to visit with her friend, Wanda Picard, while doing her laundry the easy way—electrically—and by following some simple rules. All housewives will find that most of the blues will be gone from washdays if they follow the six basic recipes for laundering on page 4. Both of our lovely models are employed in the Treasury Department in Orange.



## CONGRATULATIONS!

AT midnight on March 7, the 816 employees of the Baton Rouge Division set another new record for on-the-job safety. They had worked 5,000,000 safe manhours without a lost time accident. This is a record that began April 30, 1960.

Not only is Baton Rouge the first division in our Company to make such a record but they have equaled a record set by only one electric utility company—Texas Electric Service of Fort Worth, whose employees have also worked in excess of 5,000,000 safe manhours.

Every Baton Rouge Division employee is to be congratulated by our entire system. Best wishes for making it 6,000,000!

## REUTHER NOT IN FAVOR OF POWER NATIONALIZATION

SPEAKING before the Detroit Economic Club on February 4, Walter Reuther—in reply to a question—said: "We (the American labor movement) have never advocated the nationalization of the electrical industry. We believe that this industry is regulated by appropriate legislation, and we also have a very practical reason . . . I have always been happier to bargain with General Motors than I would bargaining with Uncle Sam because General Motors doesn't have access to the troops."



Tomorrow may be too late

March, 1963

GULF STATES UTILITIES COMPANY

## FOR YOUR INFORMATION

### A FAIR (TAX CUT) SHAKE FOR EVERYONE

MOST folks, regardless of political party affiliation, agree that recommendation of a general tax cut is to the administration's credit. They agree that the present burden of taxes which the nation is carrying is too heavy for it to move ahead.

But a tax cut not carried out within the framework of a sound fiscal policy leading to a balanced budget, would hardly be in the public interest.

There's agreement on the tax cut, but opinions differ about tying the cut to the nation's budgetary requirements.

Actually, we have had a good plan for tax rate reform that has been in legislative form for some time—the Herlong-Baker bills which were reintroduced in the new Congress in January.

We suspect that lengthy hearings, if held, will convince the legislators that the Herlong-Baker bills, or something mighty like them, will be best for the nation as a whole—and will give a fair shake to everybody, wage-earner and businessman, investor and average American.

According to the principles embodied in the Herlong-Baker bills, both individual and corporate rates would be reduced gradually over a five-year period.

This gradual reduction is most important, since it lessens the impact of tax reduction in any one year. Thus the legislation could be got under way immediately; the state of the federal budget would not be the all-overshadowing problem it is under "all-at-once" tax reduction proposals.

The first bracket of personal tax rate would be reduced from 20 to 15 per cent. The top rate would be brought down from 91 per cent to 42 per cent. There would, of course, be corresponding reductions in all brackets.

The top corporate rate of 52 per cent would be reduced to 42 per cent.

This legislation would give everyone at least a 25 per cent cut in taxes. The bulk of the dollar savings would fall in the lower brackets (because the graduated tax rates above the 20 per cent base yield only 17 per cent of all individual taxes).

What could anyone come up with that would be fairer?

## "SHOW-ME" CITIZENS SHOW THE WAY TO CURB REA EXPANSION

MISSOURI House Committee headed by Edward M. Cannon (Dem) rejected a bill to allow REA co-ops to operate in urban areas. The committee voted 16-11 in executive session after being stormed the week before by 500 representatives from over 90 cities and all electric utilities opposed to the measure. Among outspoken critics, David C. Scoot, Springfield, Mo. councilman, said "Federal administrators in Washington are desirous of perpetrating upon people of the United States a power combine that would make the empire created by Sam Insull look mild by comparison."

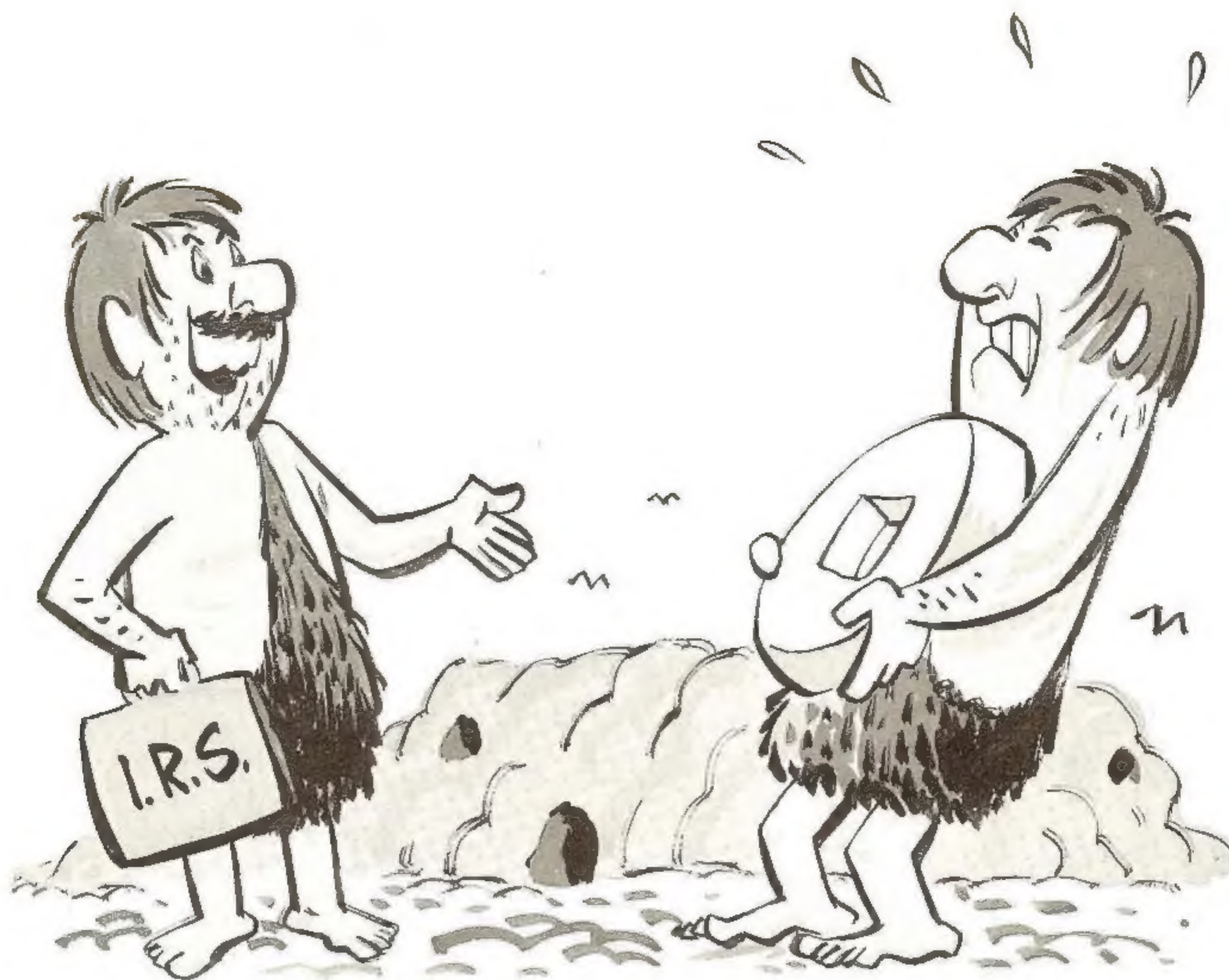
If the citizens of the "Show-Me" state

can let their legislature know that this type of action by REA co-ops is not good for Missouri there is no reason why we Texans and Louisianians can't let our lawmakers know that we don't favor it either.

Remember, our state senators, representatives, and especially the members of the Senate Committee on State Affairs, are waiting to hear our views on the proposed amendments to the "Electric Cooperative Corporation Act." Re-read Mr. Robinson's article in the February PLAIN TALKS and get those letters off to Austin. And keep 'em handy for next year in Louisiana.

—NBE





*It all started a long time ago . . .*

## Tax Story Continues Today

**THIS** is taxpaying time and many an exasperated taxpayer is asking, "Who invented taxes, anyway?"

Well, it wasn't England's King George III, nor King Solomon, nor the Pharaohs of Egypt, nor the Roman emperors, nor the rulers of ancient Greece or China—although all of these were notable tax collectors.

The idea of taxation may have started millions of years ago when industrious beavers developed their share-the-work-plan.

Faced with the need to cut down trees, dig canals, and build dams to hold back creek water, beavers found that all could benefit if each contributed his share of the chewing, digging and building.

The same primitive form of taxation, with the community claiming a portion of each man's labor, was used in early human civilizations. Even after money was invented, the basic ideas were to collect enough revenue to accomplish certain goals for the good of all.

No matter how much we may wonder and grumble about how taxes came into being or day-dream about tax cuts next year or if we'll gain or lose under the new tax reforms each individual and company must be ready by April 15 to make his contribution, in the form of taxes, for the common good. Our Company is no exception when it

comes to paying taxes. Each year taxes continue to be our Company's largest single operating expense.

Last year our Company's

- taxes totaled \$22,927,981
- taxes amounted to \$85.97 per residential customer, \$15.85 more than four years ago
- taxes took 22.21 cents out of each dollar our customers paid us
- taxes took all of our revenue from commercial sales plus \$584,707 from other revenues
- taxes were almost two times more than the operating payroll of the Company
- taxes took \$6,837,278 more than the cost of all fuel for our generating stations, our next highest operating expense
- taxes per share of common stock are 1.39 times the Company's earnings per share, and close to two times the dividends per share

Taxes concern all of us. We are all proud that we can help contribute from our wages the revenue to support beneficial programs that can't be financed from private sources. But we join other growing numbers of thoughtful people who urge governments to confine their spending to necessary programs only, so that the rewards of our industrial might will go towards providing a better living for all citizens.



# How Many Homes Would Your Taxes Buy!

*. . . Payroll had to deduct \$1,779,000  
from your pay check last year  
for taxes and social security*

**EVERY** time our Payroll Department writes a pay check it must deduct a certain amount to be applied against the employee's income and other taxes.

In a year's time, these deductions add up to a whopping sum—more than \$1,779,000 in 1962. These dollars would build 178 homes, each costing \$10,000—enough to house all the employee families in our Navasota Division.

How to relieve the enormous tax burden, which

interrupts and obstructs the industrial employee's advance to more abundant living, concerns all of us. Tax dollars, of course, provide national defense and other necessary government services, but most of this money adds little to the country's real wealth.

Since it's our money that is being spent, it is up to us to let our elected representatives know that we want it spent only for necessary services, certainly not for unnecessary tax-free electric facilities which are actually in competition with us.





Six  
recipes  
for

# Washing the Blue

## Out of Mondays



Mrs. Miller

### 1. WHITE (Cottons and Linens)

Water Temperature ..... Hot  
Agitation and spin ..... Regular  
Time ..... 10 Minutes  
Detergent ..... All Purpose  
Bleach ..... Optional  
Rinse Conditioner ..... Optional  
Household Linens, (Kitchen, bathroom  
and bed linens)  
Shirts (White Cotton)  
Diapers  
T Shirts and Knit Underwear

### 2. COLORED (Cotton and Linens)

Water Temperature ..... Warm  
Agitation and Spin ..... Regular  
Time ..... 10 Minutes  
Detergent ..... All Purpose  
Bleach ..... Optional  
Bath mats and stool covers  
Bed spreads (soft colors and pastels)  
Play clothes  
Shirts (Untreated colored)  
Socks (Cotton and Synthetic)  
Pillows (Feather and foam)



Miss Sibley



Miss Voyles

### 3. BRIGHT COLORS

Water Temperature ..... Cold  
Agitation and Spin Speed ..... Regular  
Time ..... 10 Minutes  
Detergent .....  
Liquid or Dissolved Granular  
Bleach ..... None  
Rinse Conditioner ..... Optional  
Bedspreads  
Decorator Pillow Covers  
Draperies  
Shirts (Cotton)  
Slacks and Leotards (Cotton)  
Sport clothes



**M**ODERN electric appliances have really taken the physical work out of washing. Not many of today's homemakers need to face washday with equipment such as the wringer washer, rinsing tubs, clothes pins and clothes baskets.

Such equipment means hours of lifting, lugging, stretching and a dreary utility room to work in.

Such equipment also means letting the weather man decide your washday for you—it means doing many things by hand in the washbowl, for no one would ever think of putting their fragile cashmere sweaters, lovely P.J.'s or permanently pleated skirts through a wringer.

Although the automatic washer and dryer take a lot of the hard work out of doing the laundry, you must direct them, and only when your directions are sound will they do the efficient job for which both were designed.

So you must be an instruction follower—as wonderful as automatic washers are, they cannot get clothes clean alone.

Leonora O'Neal, home service director, has designed a special set of instructions for you ladies to use with your automatic washers. "The Six Basic

Recipes for Laundering" give you the right water temperature, agitation and spin, amount of time, kind of detergent, bleach and rinse conditioner for any type of washable clothing.

Six lovely Baton Rouge employees give us some idea of the type of clothes that can be washed according to each recipe.

Joann Miller, Sales, shows us some of the cottons and linens which can be washed according to recipe number one. She is also wearing a wash 'n wear suit. Muriel Sibley, Accounting, wears a dress and holds a pillow that can be washed safely by following the recipe for colored cottons and linens.

Donna Voyles, Sales, models some articles that can be laundered following instruction number three. Dianna Spring, Executive, is all dressed up in wash 'n wear clothes which are a breeze to do by recipe four.

Delicate fabrics such as those worn by Carolyn Tircuit, Accounting, can be done without a worry when you follow the right recipe. Even woollens, such as the slim jims worn by Margaret Altazin, Accounting, and the knit dress she holds, can be safely laundered in your washer when you follow the instructions of recipe six.



Miss Spring

#### 4. WASH 'N WEAR

Water Temperature ..... Warm or Cold  
Agitation and Spin .....

Regular or Gentle

Time ..... 5 Minutes

Detergent ..... All Purpose

Bleach ..... Optional

Rinse Conditioner ..... Desirable

Petticoats and Crinolines

Play Clothes

Robes, Dusters, Pajamas

Skirts

Suits and Slacks

Sweaters (of synthetic fibers)

Uniforms

Blouses

Shirts

#### 5. DELICATE FABRICS RECIPE

Water Temperature ..... Warm

Agitation and Spin ..... Gentle

Time ..... 3 Minutes

Detergent ..... Choose for Fiber

Bleach ..... Choose for Fiber

Rinse Conditioner .....

Desirable for Synthetics

Blankets (Synthetic fibers)

Gloves and Mittens

(Cotton and Synthetics)

Knit Dresses (Cotton and Synthetics)

Mattress Pads

Neckties (Washable)

Shower Curtains (Fabric)

Stuffed Animals (Washable)

Swim Suits



Miss Tircuit



Miss Altazin

#### 6. WOOLENS (Washable)

Water Temperature ..... Cold

Agitation and Spin ..... Gentle

Time ..... 2 Minutes Wash

..... 8 Minutes Soak

Detergent .....

Cold water soap or light duty liquid

Bleach ..... None

Rinse Conditioner ..... Optional

Blankets (Washable Wool)

Gloves and Mittens

(Leather and Wool)

Silk Dresses and Blouses

Knit Dresses

(Synthetic & Natural Fiber Blends)

Skirts (Washable Wool)

Socks (Wool)

Sweaters (Washable Woollens, Fur

Blends, Cashmere and Lamb's

Wool)





**PLUMBERS LEARN OF NEW WATER HEATER PLAN.** At the left, plumbers, appliance dealers and distributors along with Company Sales personnel attend information program on new "Rent-'Til-You-Own" water heater



plan being introduced by the Company. At the right a similar group meets in Beaumont.

*Company introduces new  
Electric water heater*

## "Rent-'Til-You-Own" Plan

OUR residential customers can now replace their old water heater through a "RENT-'TIL-YOU-OWN" plan which our Company made available March 1. The new plan is designed primarily to replace existing gas water heaters with electric.

Under the plan the homeowner, after five years of carefree renting, will own the water heater. A forty-gallon, quick recovery, round, water heater will be installed, wired, plumbed in and free upkeep provided for the five year period for \$10 down and monthly payments of \$1.95 (plus sales tax) charged to the customer's electric service bill. Table-top models may be rented for

\$2.25 a month. All water heaters carry a ten-year tank warranty. To qualify for this plan the homeowner must receive his service from our Company.

Meetings were held recently to acquaint area plumbers, dealers and appliance distributors in Beaumont, Port Arthur and Lake Charles with the new plan. The names and phone numbers of participating plumbers and appliance dealers will be featured in all Company advertising, localized by areas, to make customer response as effective as possible.

The water heater plan is also in effect for employees.

*Have plenty of hot water whenever you need it*

Replace that old water heater—**RENT-'TIL-YOU-OWN** a new flameless electric water heater

INSTALLED • WIRED • PLUMBED IN  
FREE UPKEEP FOR 5 YEARS

\$10 Now

**\$1.95**  
A MONTH  
PLUS SALES TAX  
CHARGED ON YOUR  
ELECTRIC SERVICE BILL

AFTER FIVE YEARS OF CAREFREE RENTING,  
YOU OWN THE HEATER. ALL HEATERS  
CARRY A 10-YEAR TANK WARRANTY.



Table-top heaters  
also available.  
Just \$2.25 a month.

CALL ANY OF THESE PARTICIPATING PLUMBERS, DEALERS, OR  
GULF STATES FOR YOUR "RENT-'TIL-YOU-OWN" INSTALLATION



GULF STATES UTILITIES COMPANY

Only electricity gives you carefree, *flameless* water heating

Replace your old water heater—  
**RENT-'TIL-YOU-OWN** a new  
**FLAMELESS ELECTRIC WATER HEATER**

INSTALLED • WIRED • PLUMBED IN  
FREE UPKEEP FOR 5 YEARS

\$10 Now

**\$1.95**

A MONTH  
PLUS SALES TAX

Charged on your electric service bill

After Five Years of Carefree Renting, You Own the  
Heater. All Heaters Carry a 10-year Tank Warranty.



GULF STATES UTILITIES COMPANY



Call any of these participating plumbers, dealers or Gulf States for your "Rent-'Til-You-Own" installation.





# Let's Say What We Mean...

"WHEN I USE A WORD," said Humpty-Dumpty in Lewis Carroll's classic, *THROUGH THE LOOKING-GLASS*, "it means just what I chose it to mean--neither more nor less."

The fallacy of Humpty-Dumpty's argument, of course, is that the word might mean something to him and something entirely different to you or to your neighbor.

A case in point is the terms "public power" and "private power". An industry survey to determine whether they are understood--whether they have the same meaning to customers and the general public as they have when used by the press in industry communications or in other ways revealed that most people either gave vague answers or didn't know the difference between them.

## AMUSING ANSWERS

Some of the answers were highly amusing. In response to the question: "When people refer to public power or private power in talking about electricity, what do you understand the difference to be?"

One person answered, "Public power comes through a meter--private power is done with a generator."

Another replied, "Public would be company-owned and private would be the city." Still others thought that private power was used in residential areas while public power was used by commercial enterprise or that private power was owned by one person and public power was generated by co-ops.

The classic response came from a person who said, "public is from public utility companies; private--I don't know, maybe flashlight batteries."

It's one thing to discover that most of the people in the country don't understand the difference between public and private power, another to remedy it.

However, as a result of these survey findings, it was suggested that the word "investor-owned" replace the word "private" and "FEDERALIZED" or "SUBSIDIZED" replaced the word "public".

It was shown that about 75 per cent of the people understand that investor-owned power means power from a tax-paying corporate enterprise while two-thirds of the people understand "federalized" to mean government power.

Just for fun, try these words out on your friends and neighbors. See for yourself if the findings don't hold up.

—Reprinted from  
Edison News  
Toledo Edison Company  
Toledo, Ohio





**CAMPAIGN MATERIAL MAILED.** Geri Hollomon, Addressograph operator, Advertising, Dick Landry, supervisor of lighting sales promotion, Bill Richard, supervisor of commercial sales, and Mary Snowden, Addressograph operator, Advertising, discuss plans for mailing Rural Nightwatch Lighting contest materials to employees explaining how they can win trading stamps during the March, April, and May campaign.

*Trading stamps to be given . . .*

## Rural Nightwatch Lighting Campaign Information Mailed to Employees

A ninety-day selling campaign began March 1 in which all employees and their families can take a part.

During March, April and May each of us and every member of our families can be salesmen in the Rural Nightwatch Lighting Sales Contest and for our sales efforts we'll receive an award—1,000 or more trading stamps. (See February PLAIN TALKS)

In the first week of March each employee received a letter from our Sales Department explaining the Rural Nightwatch Lighting Sales Campaign. Included in the information envelope were a stamp catalog, stamp book, brochure explaining the Rural Nightwatch Lighting program and prospect forms.

Members of the sales department have suggested the following simple selling steps as a guide: (remember this unit is intended primarily for rural installations)

1. talk to your rural friends and neighbors,
2. show them the information brochure,

3. explain to them that for approximately \$3.25 a month they can enjoy the added safety factors provided by the Rural Nightwatch Lighting System,
4. when you have interested your rural friends and neighbors in the system, ask them to initial a prospect card,
5. turn in the dated prospect card to your immediate supervisor or local sales supervisor,
6. a member of the sales department will call on the prospect explaining the program, advising the customer on the best location for the light and help the customer complete the application form,
7. after the application is signed, the division sales superintendent will send you your trading stamps.

Follow these simple steps and for each light sold to your prospects you'll receive 1,000 trading stamps.

All employees are eligible and there is no limit to the number of trading stamps you can receive. Start earning your stamps now!

## Company's JA Project Wins Second Place

KEJAC, the Junior Achievement Company sponsored by the Baton Rouge Division, won second prize, a \$10 cash award, for its product, a large key-shaped board with hooks for holding keys, at the seventh annual Junior Achievement Industrial Exposition and Trade Fair last month at the Capitol House.

The exposition included more than 18 booths installed by over 400 young businessmen and women representing JA companies in the Baton Rouge area and sponsored by major companies of the area.

The two-day fair attracted about 3,000 visitors.

The JA year begins in October when the companies are formed by high school students and ends the second week in May. Products are made by the company members numbering between 17 and 25 in each group. The products are then offered for sale at the fair.

## Service Award Club Banquets Scheduled

AWARDS for 10, 20, 30 and 40 years of service with our Company will go to 174 employees at a series of dinners held in various locations across our system as listed below:

Port Arthur Division, Port Arthur Country Club, April 29.

Beaumont Division, Harvest Club, April 30.

Navasota Division, Conroe Hotel, May 3.

Lake Charles Division, Pearl Watson Junior High School, May 8.

Baton Rouge Division, Capitol House Hotel, May 16.

Baton Rouge Division Colored, Capitol High School, May 2.

Beaumont, Port Arthur, Lake Charles, Navasota Divisions Colored, Roof, Main Office Building, Beaumont, May 11.

All meetings will be at 7 p.m. except Baton Rouge Colored, which will begin at 6:45 p.m.

There are presently 1,525 members in the Service Award Club. At this year's banquets 121 employees will be introduced into the club as ten year members.



*March came in like a lion . . . its kite time . . .*

*. . . here are some tips from Reddy Kilowatt on how to . . .*

# FLY KITES SAFELY

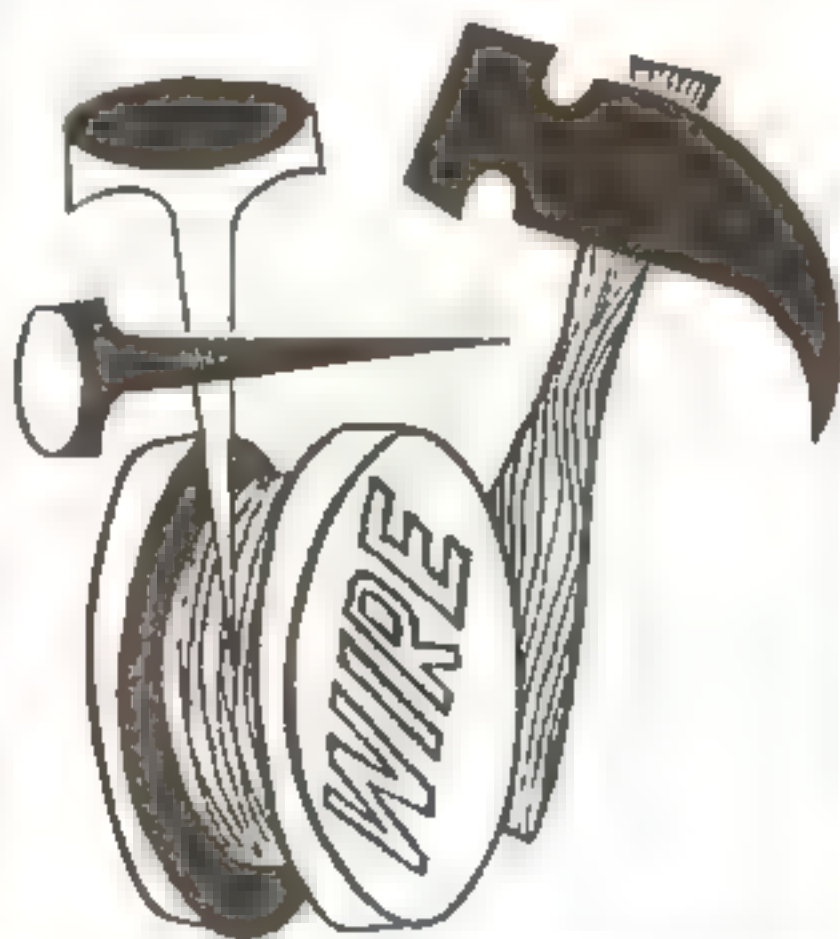
**1**

DON'T USE  
TINSEL STRING,  
WIRE, OR ANY  
TWINE WITH  
METAL IN IT.



**2**

DON'T FLY A  
KITE WITH  
METAL IN THE  
FRAME OR  
TAIL.



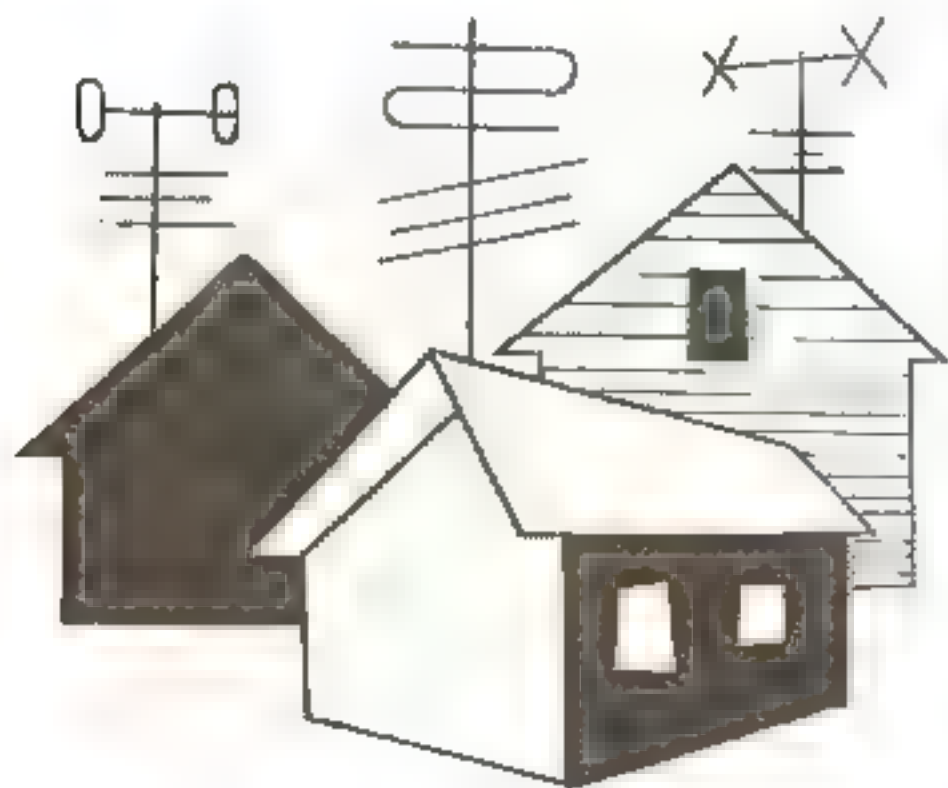
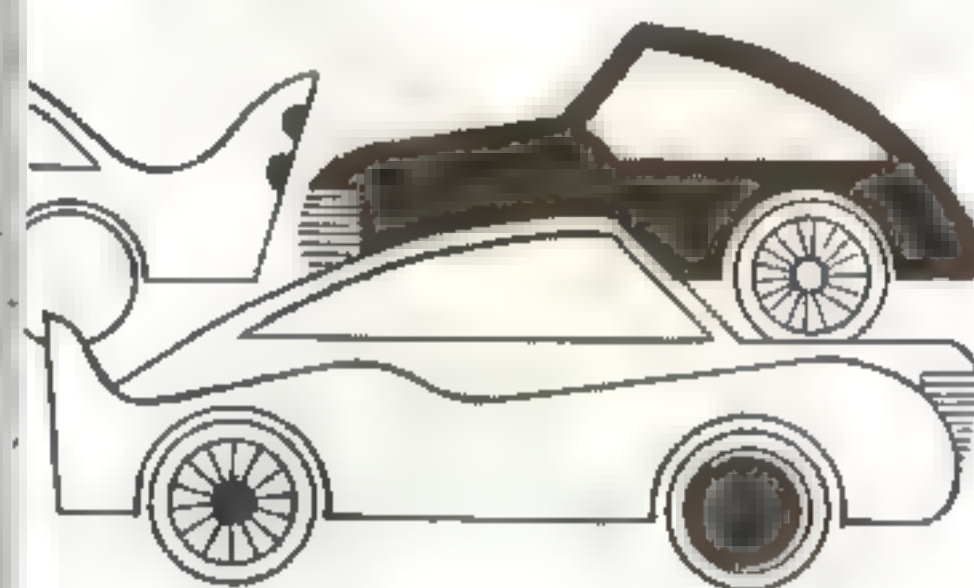
**3**

DON'T FLY  
A KITE IN  
THE RAIN.



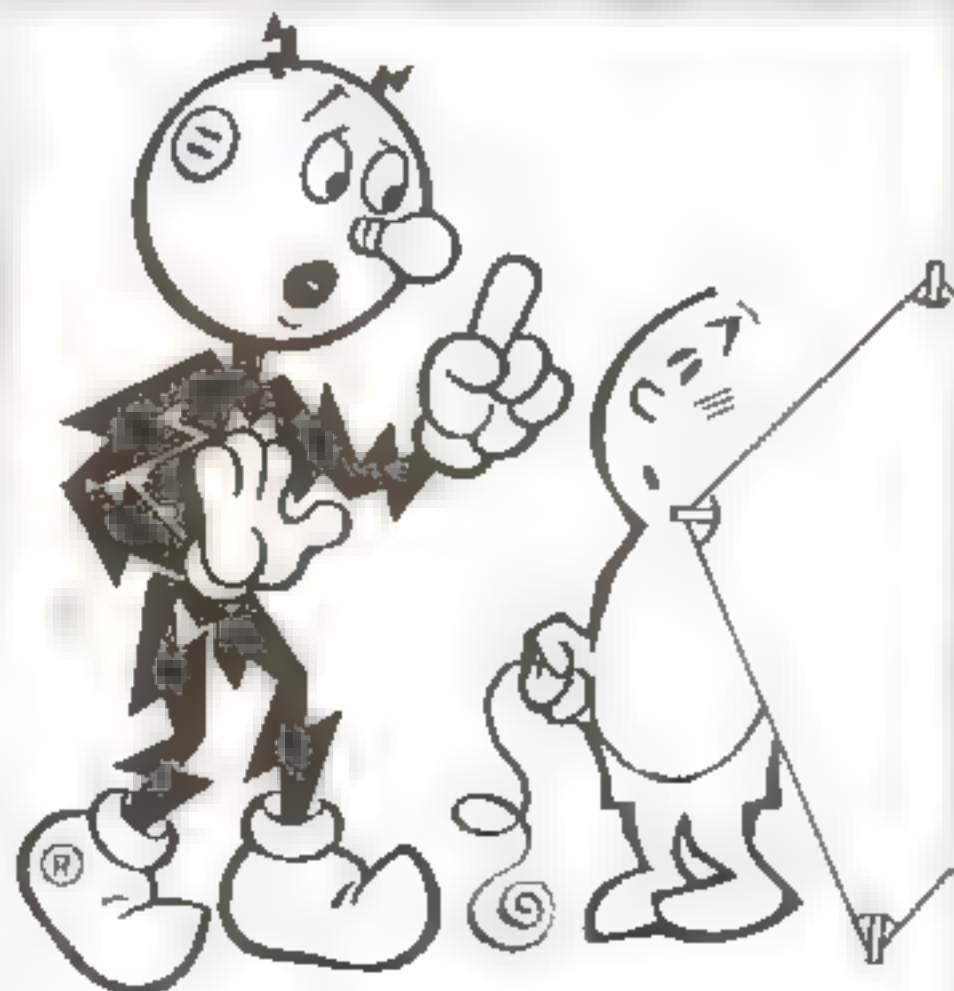
**4**

DON'T RUN  
ACROSS STREETS  
OR HIGHWAYS  
WHILE FLYING  
A KITE.



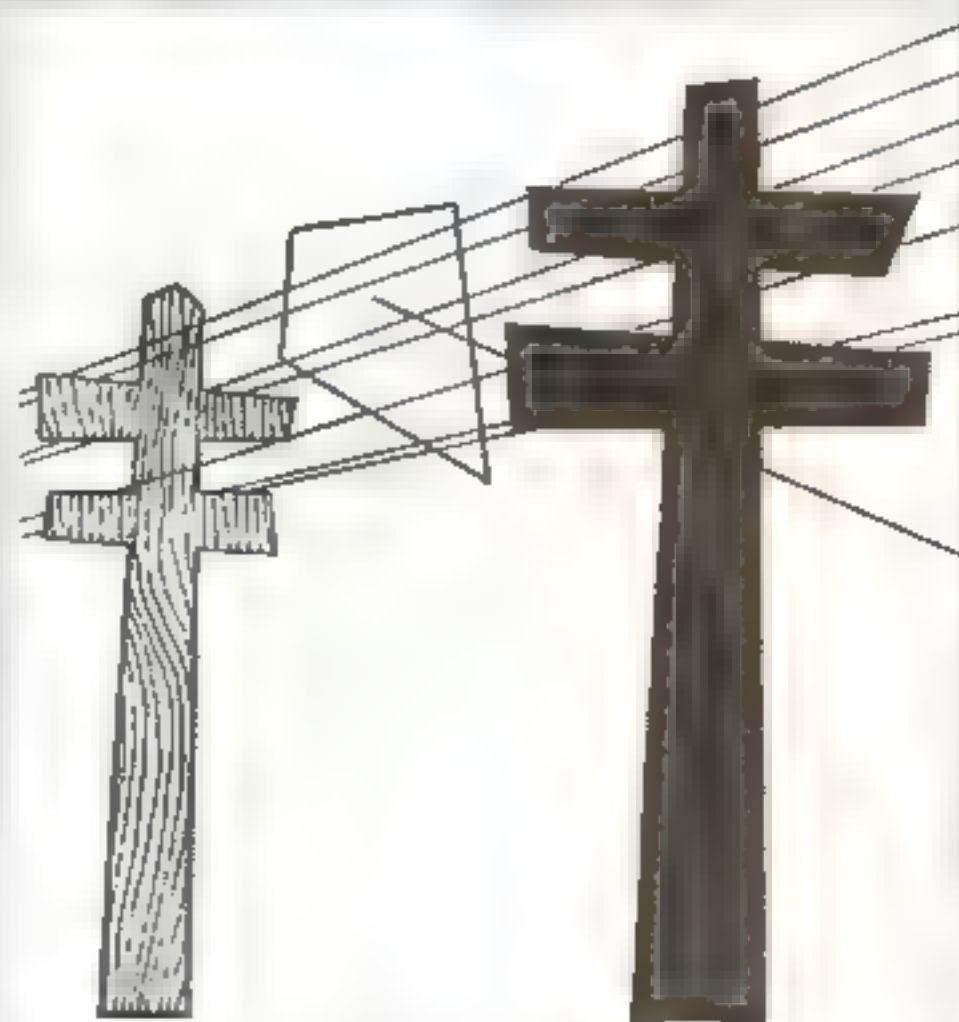
**5**

DON'T FLY A  
KITE OVER  
TV OR RADIO  
AERIALS.



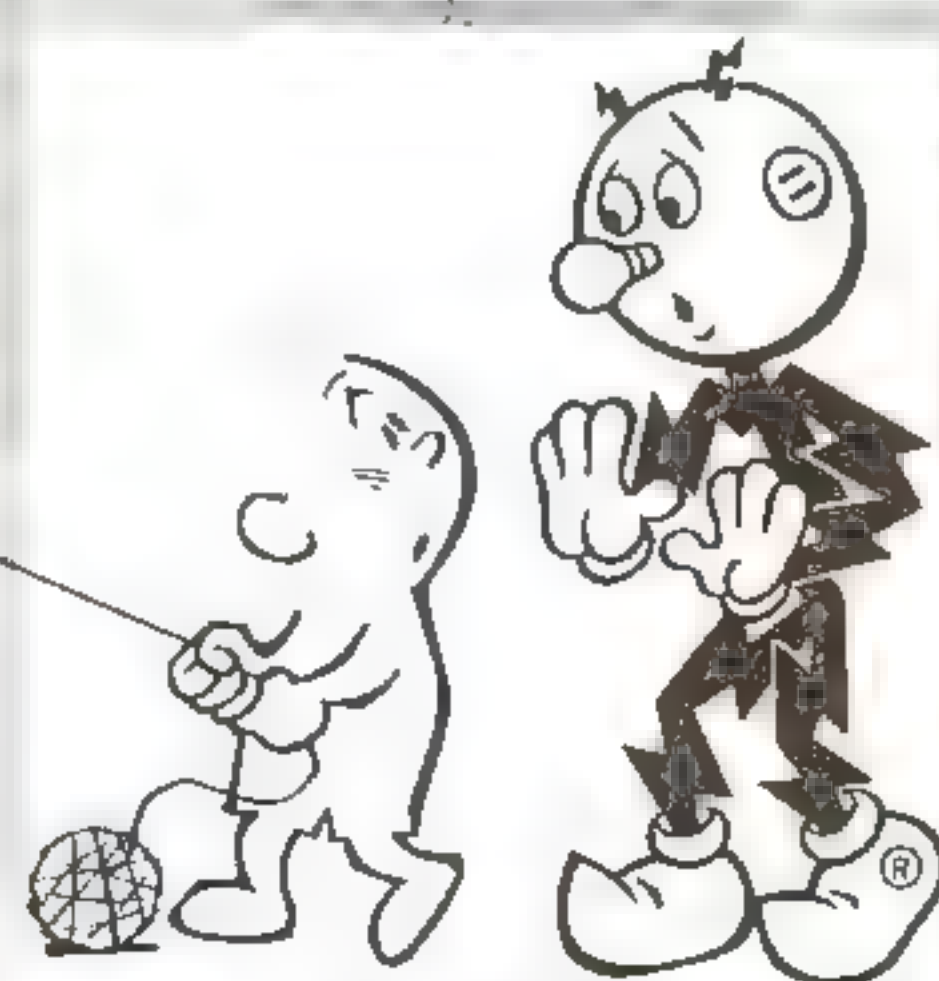
**6**

DON'T TOUCH  
FALLEN  
ELECTRIC  
WIRES.



**7**

DON'T FLY A  
KITE NEAR  
ELECTRIC OR  
POWER LINES.



**8**

DON'T PULL ON  
THE STRING OR  
CLIMB POWER  
POLE TO LOOSEN  
SNAGGED KITE.





**WHO PROFITS?** The public is served in many ways by activities of profit-making companies. Here a family enjoys a picnic and recreation facilities in a vast tree farm owned by a timber enterprise. (Wayerhaeuser Company)

## Profits and the Community

*(Third of five articles)*

**R**ECENTLY, a new theater was opened with great fanfare in a Canadian city. It had been donated as a public service by a brewery.

Is it likely that the generous brewery was one that was earning good profits—or one that was losing money? The answer is too obvious to state. But the question does point up the fact that only a profit-making company can achieve its full potential as a contributor of community benefits.

Many large corporations have such extensive charitable activities that they employ a man or even a department to handle their contributions. The small businessman usually makes his decisions on giving himself. Sometimes a merchants or manufacturers organization in a community will investigate charitable pleas and recommend ones worthy of support, warn against those which are fraudulent.

Whenever the community chest holds

a drive, there is a special division for business gifts. Business gifts are a main part of the financing of new community hospitals and recreation centers. Business gifts support little theater projects, symphony orchestras and a wide range of youth and cultural activities.

If a new church is to be built, you may be sure that business gifts will usually be solicited.

It is obvious that no unprofitable company is in a position to perform these community services. It simply doesn't have the money.

Profits make good neighbors of industries and businesses, as well. The profitable company is able to maintain a clean and attractive plant, often landscaped, sometimes even illuminated at night.

It is able to afford the expensive new devices which control pollution of the air, and which protect the purity of streams. Its drivers may be put through safety courses, which benefit the whole community. Its employees will enjoy hygienic surroundings, to the improvement of general community health.

### PROFIT AND RISK

One of the chief intangible elements in earning profits is risk. The higher the risk, the higher the prospective profit must be to attract investment.

An investor who chooses to buy an interest in a long-established store on a main street, which had a progressive management and a long record of profitability, might be content to expect five per cent on his investment.

But a new venture is riskier. To persuade an investor to risk his money in something new instead of something old and safe, there must be a hope that he can "do better" than a conservative four or five per cent.

Brand new products and services at first yield high profits—if they are successful. Profits of 10, 20 and even 100 per cent have been made on new ventures. But the majority of new ventures do not make a profit at all, instead failing and wiping out the original investment.

Any arbitrary limitation on the amount of profits would assure that few people would be found willing to risk their money in the promising new industries of tomorrow on which our future progress depends.

*NEXT: Are Profits Too High?*



# Proposed Tax Changes to Affect Employee Benefits

By A. W. HASTINGS  
Vice President

ON February 6, the Secretary of the Treasury recommended to the House Ways and Means Committee that drastic changes be made in the method of taxing lump sum distributions from thrift plans such as our Company offers to its employees.

Presently the amounts which the Company contributes, plus the interest and dividends which accrue in the account, are taxable as a capital gain (50% of amount subject to taxation) to the employee when he retires, and if he buys stock of the Company which appreciates in value he may have this distributed to him without paying tax on the appreciation of its value. The Secretary urged that, upon distribution of his account to the retiring employee, both the Company contributions and earnings accumulated in the thrift account and the unrealized appreciation in the stock should be taxed as ordinary income. The result for our employees would be that upon retirement, the taxes that they would have to pay upon receiving the thrift plan accumulations would be at least doubled and in some cases much more than that. The Secretary did not propose that the change would be applied retroactively; however, our Thrift Plan has been in effect for only five and a half years, and for the bulk of our employees the future accumulations are far more important than the past.

The Secretary has also proposed that any amounts which the Company pays for group life insurance beyond the policy face amount of \$5,000 will be taxed as income in the hands of the employee. Our employees presently pay 40 cents per \$1,000 per month themselves and the Company pays the balance. For younger employees the cost of the insurance does not greatly exceed 40 cents per \$1,000 per month so that the Company contribution would not be large; however, for older employees the Company contribution is substantial, amounting to several times the employee's contribution. The total



**VIEW LATEST DEVELOPMENTS AT RIVERSIDE.** Present when the boilers were lighted automatically for the first time following systemation of Riverside Station at Lake Charles were John Warmack, engineer, Production, Beaumont; Garland Strong, operations supervisor, Riverside Station, O. H. Pfersdorff, assistant production manager, Compinia Anomina La Electricidad de Caracas, Caracas, Venezuela, J. A. Reich, production manager, Beaumont, Dudley Foreman, project supervisor for Allis-Chalmers, prime contractors in the systemation of Riverside; and A. H. Demers, superintendent, Roy S. Nelson Station and Riverside Station. Mr. Pfersdorff was a guest of our Company for two days, visiting both Nelson and Riverside Stations. He was especially interested in the work at Riverside, where for the first time in the United States systemation equipment is being installed in an existing generating plant. He was on a tour of power companies in the United States making a study to see if systemation programing and data logging would be feasible for installation in Venezuelan generating plants.

monies involved in this change in the tax law may not be large but the accounting work necessary to keep track of these payments would be very considerable because every employee would have a different amount of contribution by the Company, and the withholding of tax would have to be made individually with respect to each employee.

As one directly affected by these proposed changes it would be to your benefit to write your representatives on the House Ways and Means Committee and express your feelings on this matter. Handwritten personal letters carry more weight than form letters. It is best to be specific and express your opinion clearly and politely. Tell your legislators what YOU think.

Letters should be directed to the Hon. Wilbur D. Mills, Chairman, House Ways & Means Committee, House Office Building, Washington, D. C., or to these members of the committee: Hon. Hale Boggs (Louisiana), Hon. Clark W. Thompson (Texas), and Hon. Bruce Alger (Texas), at the same address.

## Thrift Plan Purchases

DURING February the Trustee of the Employee Thrift Plan purchased stock covering employee deductions and Company contributions through January as follows:

- 1498 shares of common stock at a total cost of \$54,364.13 or an average cost of \$36.291 per share,
- 78 shares of \$4.40 preferred stock at a total cost of \$7,813.25 or an average cost of \$100.169 per share,

these costs included brokerage and commission fees.

The Trustee also deposited \$21,032.71 with the savings department of the First Security National Bank of Beaumont.





Mr. Ward



Mr. Ewing



Mr. Gallup

*In Beaumont, Baton Rouge, Lake Charles . . .*

## Three Employees to Retire April 1

**T**HREE employees of our Company will retire April 1. They are: E. W. Ward, operating supervisor, Lake Charles; W. B. Ewing, line foreman, Beaumont; and John L. Gallup, master repairman at Louisiana Station.

### Mr. Ward

Mr. Ward will retire after nearly 45 years with our Company. He began working in Navasota in 1918. In 1920 he was transferred to Port Arthur Line Department and worked in various positions until becoming assistant line foreman in 1926. He was promoted to line foreman later that year and served as line foreman in Port Arthur, Dayton and Navasota. He moved to Lake Charles in 1943 as distribution supervisor. He has been operating supervisor since 1956.

He is a native of Gatesville, Texas, and he is a member of the Lake Charles Association of Commerce and the Boulevard Church of Christ in Lake Charles. He and his wife, Ruth, make their home at 1805 7th St. in Lake Charles.

### Mr. Ewing

A native of Greenville, Texas, Mr. Ewing has worked for our Company since 1925 when he came to work as a lineman in Liberty. Later that year he was made a sub-foreman. He has been a line foreman since 1936 and a member of the Beaumont T&D since 1943.

Mr. Ewing and his wife, Myrl, live at 2246 Rusk, Beaumont, and plan to get in some traveling following retirement.

### Mr. Gallup

Mr. Gallup has been with our Company since 1942 when he came to work as machinist at Louisiana Station. Prior to that he has been employed as a machinist by various machine works and utilities in Wisconsin, Pennsylvania and Louisiana. He was promoted to master repairman in 1945.

A native of Hammond, Louisiana, he

and his wife, Beatrice, live at 6033 Esplanade Ave. in Baton Rouge. They have one married son, Marion. Mr. Gallup is a member of the Goodwood Baptist Church and the Men's Bible Class. Their retirement plans call for some fishing and some travel. Mr. Gallup said, "I'll then have time to lend a helping hand to my neighbors and keep in touch with all my old friends."

## New Writer Joins Advertising Staff in Beaumont

**L**ARRY FARLEY, a 1962 graduate of the University of Texas, has been employed in the Advertising Department in Beaumont, as a writer of residential and institutional advertising.

A native of Pittsburg, Texas, Mr. Farley was previously employed as an advertising writer by the Baytown, Texas, Sun. While attending the University, he was advertising manager for the University Coop, the student book store and a member of the staff of



Mr. Farley

the student humor magazine, The Ranger.

He and his wife, Nyla Kay, have one son, Mark Lawrence.





Mr. Shirley



Mr. Cazes

## Approval Given For TVA Power Interchange

APPROVAL has been given by the Federal Power Commission for the exchange of power between our Company, the TVA, and ten other investor-owned electric companies. The agreement will result in the exchange of 1,500,000 kilowatts of capacity by 1968.

The exchange is made possible by the fact that the peak loads of the 11 companies come in the summer, while TVA has a winter peak. The surplus capacity can be exchanged on a seasonal basis eliminating considerable generating capacity for each group.

The 11 companies will make an investment of \$115,755,000 in new transmission facilities. This is about \$50,000,000 less than required to build new generating facilities to reach this capacity.

Besides our Company, the other companies are: Oklahoma Gas and Electric Co., Public Service Company of Oklahoma, Mississippi Power and Light Co., Arkansas Power and Light Co., Empire District Electric Co., Louisiana Power and Light Co., Kansas Gas and Electric Co., Central Louisiana Electric Co., New Orleans Public Service Co., and Southwestern Electric Power Co.

### In Baton Rouge . . .

## Promotions Announced for Two

THE promotions of two Baton Rouge Division employees were announced effective March 1.

Ralph M. Shirley, serviceman first class, Port Allen, was promoted to safety representative for the Baton Rouge Division, and W. L. Cazes, appliance repairman, first class, Baton Rouge, has been promoted to foreman of the Baton Rouge Appliance Repair Department.

### Mr. Shirley

Mr. Shirley has been an employee of our Company since 1950, when he came to work as a helper in the Baton Rouge Line. He progressed through various lineman classification and was transferred to Port Allen as a serviceman in 1954.

A native of Baton Rouge, Mr. Shirley attended Baton Rouge High School and LSU. He is a member of the board of directors of the Port Allen Junior Chamber of Commerce, a member of the board of trustees of the Port Allen Methodist Church and a member of the Port Allen Volunteer Fire Department.

Mr. Shirley and his wife, Ina, have three sons, Ralph Jr., David, and Stephen.

### Mr. Cazes

Mr. Cazes came to work for our Company in 1941 as a utility clerk in Baton Rouge. He was made an appliance repairman in 1943.

He is a native of Marks, La., and attended Brusly High School in Baton

Rouge. He served in the U. S. Coast Guard as an electrician from 1942 to 1945.

Mr. Cazes is a member of the Baton Rouge Lions Club and Knights of Columbus Council 2875 of Port Allen. He and his wife, Willie Belle, have two adopted children, Wilson Gerard, 10, and Patricia Catherine, 5.

## James Tucker To Retire April 1

JAMES A. TUCKER, janitor in the Accounting Department in Lake Charles, will retire April 1.

He has been an employee of our Company since 1945 when he came to work as a laborer in the Lake Charles Water Department. When our Company disposed of the Water Department in 1946 he was transferred as a janitor to Accounting.

A native of Algiers, Louisiana, he attended Algiers public schools. Prior to coming to work for our Company he was employed as truck driver and laborer by various Houston and Lake Charles firms.

He and his wife, Ruby, will continue to make their home at 1020 Jackson Street in Lake Charles. His retirement



James Tucker

plans call for loafing and lots of fishing. He is a member of the Baptist Church in Lake Charles.





**COOKING THE ELECTRIC WAY.** Commercial sales personnel from Baton Rouge, Lafayette, Jennings, and Lake Charles were joined by eight Louisiana Light and Power Co. sales personnel for a two-day demonstration on commercial cooking equipment in Baton Rouge, Jan. 10 and 11. The quickness of electric cooking was stressed when Al Mesko of General Electric prepared and served dinner for the group using the char-broiler in approximately 50 minutes. Other equipment used in the gas vs. electric cooking story were the steamer, fryer, griddle and trunnion kettle.

## Six Named Salesmen-of-the-Month

**T**HE Residential and Commercial Sales Departments announced the following sales representatives were designated as January Division Men of the Month: P. J. Marquette, Baton Rouge, F. H. Tenholder, Beaumont, Roy Louviere, Lake Charles, Joe Bailey, Navasota, and Paul W. Baker, Port Arthur, commercial sales representatives; S. J. Hebert, Port Arthur, L. M. Maris, Navasota, Fred Brumfield, Lake Charles, Bill Killebrew, Beaumont and Charles E. Foss, Baton Rouge, residential sales representatives.

### Commercial Load Builders

A total of 3,505 Kw, representing an estimated annual revenue of \$129,799 was connected during January. In the Commercial Load Builders contest, Baton Rouge Division led in the commercial cooking category with the installation of 157 Kw; the Lake Charles Division led in lighting sales with the installation of 478 Kw; with the reporting of two heat pumps, the Navasota Division led in the installation of heat pumps and 168 Kw of electric heat gave Baton Rouge first place in the electric heating sales.

### Residential Load Builders

In Residential Load Builders contest, Port Arthur Division led in sales of heat pumps, electric heating and medal-

lion home sales, and was fifth in sale of water heaters; Navasota Division was first in water heaters, second in heat pumps, fifth in electric heating and medallion home sales; Baton Rouge and Beaumont tied for third place in

the contest; Baton Rouge was second in medallion home sales, third in electric heating, fourth in heat pumps and water heaters; Beaumont was second in water heaters, third in heat pumps and medallion home sales, and fifth in electric heating; and Lake Charles was second in electric heating, third in water heaters, fourth in medallion home sales and fifth in heat pumps.

During January the Residential Sales Department sold the following per cent of quota for the year; 5.40 per cent of 3,500 water heaters; 12 per cent of 800 heat pumps; 12.80 per cent of 4,000 Kwh electric heating and 16.30 per cent of 2,000 medallion homes.

### Top Ten Cities and Districts

During January one of our Top Ten Cities and Districts had an average consumption of Kwh per residential customer in excess of 6,000 Kwh while nine others averaged more than 5,000 Kwh. Our system's average consumption was also more than 5,000 Kwh per home customer. We ended the month with 266,625 residential customers on our lines.

The Top Ten Cities and Districts were: Mid-County, 6,249; Orange, 5,990; Beaumont, 5,701; Baton Rouge, 5,579; Liberty, 5,346; Lake Charles, 5,286; Port Arthur, 5,262; Vidor, 5,129; and Sulphur, 5,113.



**LEARNING TO OBTAIN EFFICIENT LIGHTING SYSTEMS.** This group of area lighting experts are part of the 221 persons who signed up for the lighting fundamentals course now being conducted by members of the Commercial Sales Department in Beaumont, Baton Rouge and Lake Charles. The course is designed to provide interested persons with the most up-to-date information on lighting application. Ninety-seven are enrolled in the Beaumont course, 59 in Lake Charles and 65 in Baton Rouge. There are 48 company employees attending the sessions. The course is under the general supervision of Dick Landry, supervisor of lighting sales promotion and Bill Richard, supervisor of commercial sales. The various sessions are being conducted by sales and lighting representatives from the Division Commercial Sales Departments.



# Service Awards

FORTY YEARS

## THIRTY YEARS



J. G. Tucker  
Legal  
Beaumont



C. G. DeCuir  
Sales  
Port Arthur



A. H. Demers  
Production  
Roy S. Nelson Station

## TWENTY YEARS



Helen L. Cunningham  
Treasury  
Sour Lake



Sally M. Dowden  
Treasury  
Beaumont



Mary G. Snowden  
Sales  
Beaumont



J. L. Williams  
Distribution  
Silsbee



U. P. Hicks  
Distribution  
Baton Rouge



A. B. Mitchell  
Treasury  
Lafayette

## TEN YEARS



Doris C. Cryer  
Treasury  
Silsbee



Audrey L. Cundiff  
Treasury  
Mid-County



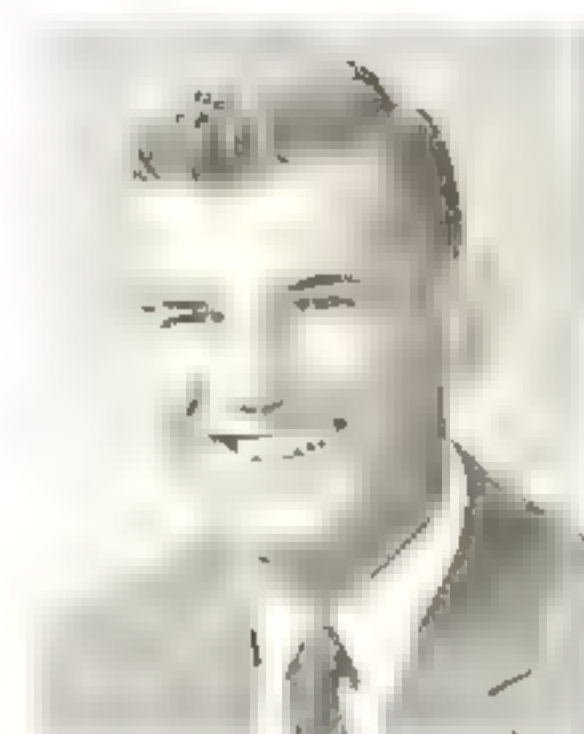
Elizabeth J. McAfee  
Engineering  
Beaumont



A. J. Boudreaux  
Production  
Riverside Station

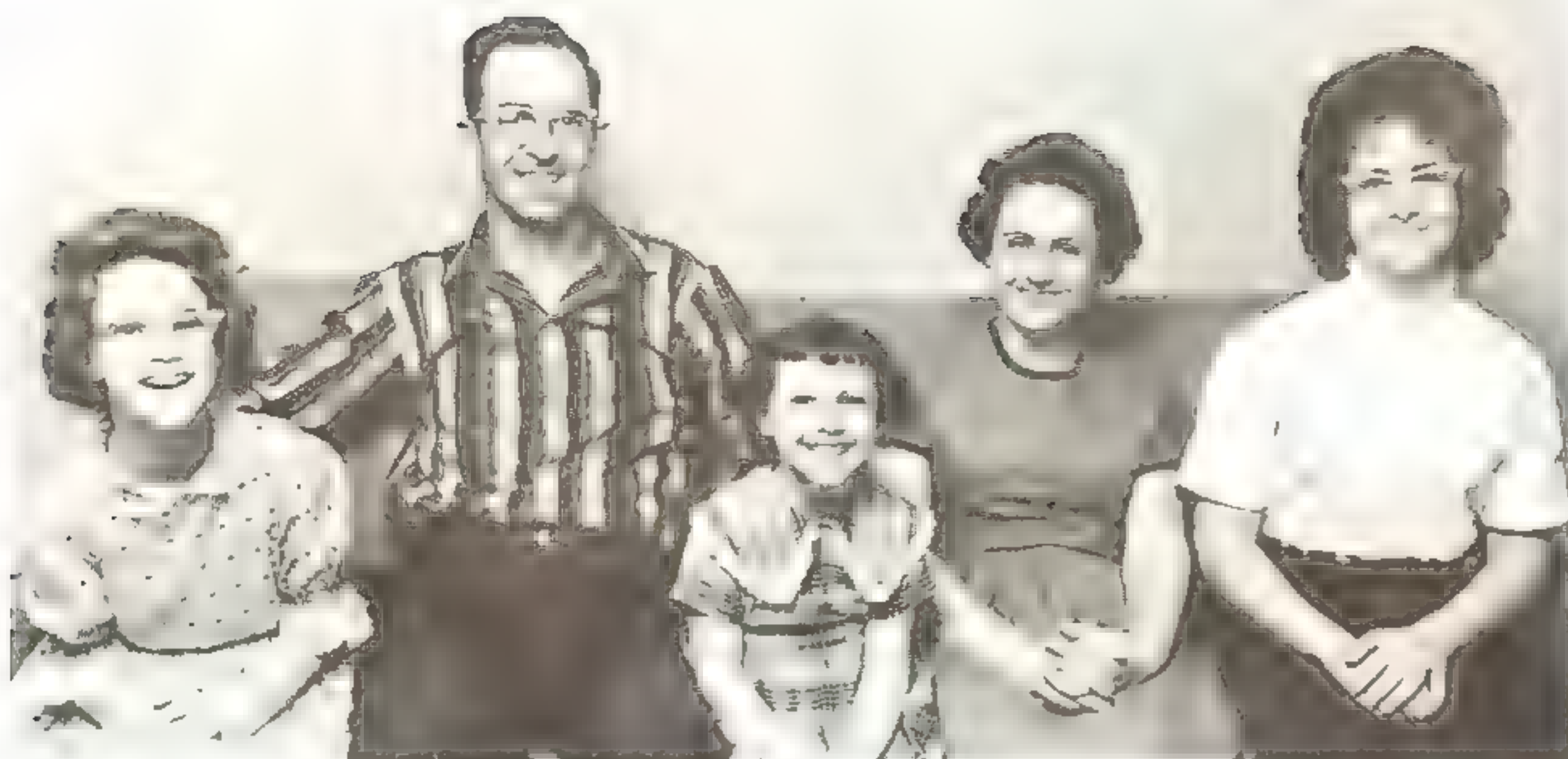


J. D. Conlee, Jr.  
Production  
Louisiana Station



R. W. Cooksley  
Distribution  
Beaumont





**WIVES APPRECIATE ANNUAL SAFETY DINNERS.** Mrs. J. C. Melancon, shown with Mr. Melancon, their daughters, Jean, 9, Jena, 5, and Judy, 13, is one GSU wife who really appreciates the husband-wife safety dinners held each year throughout our service area. Shortly after our Safety Department began teaching the use of mouth-to-mouth method for restoring breathing, the Melancons had an occasion to use it. Judy, then eleven-years-old, came into contact with electricity while swimming. Mr. Melancon had to use the mouth-to-mouth method to restore Judy's breathing. The whole family is proud of what their father learned through our safety training program.

## Baton Rouge Wife Expresses How Much Safety Dinners Appreciated

**F**ROM time to time the Safety Department receives letters from GSU wives expressing how much they appreciate the annual husband-wife safety dinners held throughout our service area

This year T. O. McKnight, safety-claims agent, Baton Rouge, received the following letter from Mrs. J. C. Melancon, wife of a Baton Rouge serviceman. Dear Mr. McKnight:

I greatly enjoyed the Safety Program last night. I think the talks and film were very enlightening and educational for all of us. After arriving home I tried to teach my daughters what I had learned. There is one thing, however, that I thought not enough emphasis was placed on—when a person swallows his tongue or other objects and their jaws are locked. In cases like this, picking up the neck will not restore breathing as the film indicated.

We had a near tragedy in our family when one of our daughters came in contact with electricity while swimming. Her teeth were securely locked together and her father had to pry them apart to restore her breathing.

I've also enjoyed and learned a great deal from the two previous programs I attended. Keep up the good work. We wives are with you 100 per cent.

Sincerely,

Mrs. J. C. Melancon

Dear Mrs. Melancon:

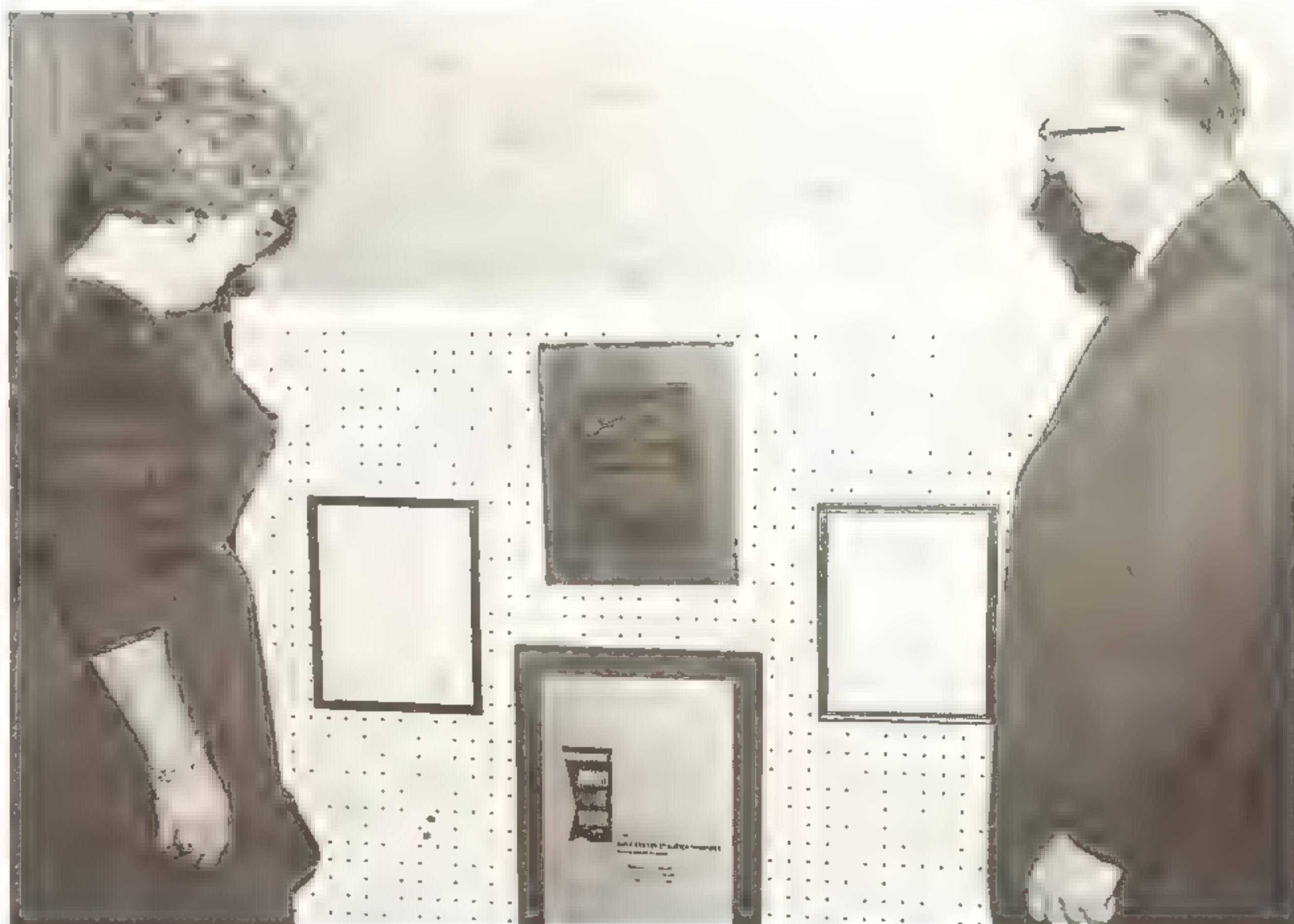
It was indeed a pleasure hearing from you and to know that our programs have been both entertaining and informative. It is also gratifying to know

that you wives and mothers are making an effort to become proficient in the practical application of first-aid and safety measures.

In answer to your question concerning administering artificial respiration

to a person whose teeth are tightly locked, it is our opinion that this would be an ideal situation in which to apply the mouth-to-nose method which was also referred to in the film. Of course, if the victim has some type of foreign object lodged in the throat and it is preventing passage of air from either the mouth-to-mouth or mouth-to-nose method, then you have no choice but to do whatever is necessary to force the mouth open and remove the object from the throat.

Yours very truly,  
T. O. McKnight



**FOUR MILLION SAFE MANHOURS RECOGNIZED.** Mr. and Mrs. Lewis C. Calabrese, Baton Rouge Substation, look over the four safety awards presented last month to the employees of Baton Rouge during a series of husband-wife dinners. The employees of Baton Rouge Division received an Award of Honor from the National Safety Council, the Company's Outstanding Safety Achievement award, and two Certificates of Recognition from the Baton Rouge Safety Council for working in excess of 4,000,000 manhours without a disabling on-the-job accident from July 1961 to June 1962. Baton Rouge Division was also one of the recipients of the President's First Place Award in on-the-job safety.





## Can You Beat This?

**Calf Patrol**—On a dark and stormy night with lightning cracking and thunder rolling, one of our dispatchers received a frantic call to come out to a residence where the lines were down in the alley.

A serviceman that was needed elsewhere was rushed to the location. When he got there he found all poles, wires and other equipment in good order, but the man insisted that there was some serious trouble in an alley about two spans from his house and across a flooded ditch.

At the insistence of the customer the serviceman tramped through the mud and crossed the ditch. He climbed over a wire fence and tripped over a rope used to stake a bull yearling. He found all the lines in good order, went back and told the customer he couldn't find anything wrong.

The customer didn't seem surprised the equipment was in good order, but asked if the calf was alright. He had been clever enough to get our Company to send someone out to check on his livestock so he wouldn't have to get out in the storm.

(J. B. Coltharp, system engineering manager, Beaumont, submitted this story along with some others which will appear later. Do you have any stories about amusing or unusual incidents about Company operations or customer relations? If so, how about sending them in to PLAIN TALKS? We'll try to make this a monthly column.)

## What Others Are Saying

**I**N the blunt words of Congressman John M. Slack, Jr., of West Virginia, REA today, through a steady process of pyramiding one twisted interpretation of its basic statute upon another, is essentially a federal power agency. It is ridiculous to use the terms "rural" or "farm" in connection with its program. It uses federal funds—money belonging to taxpayers—to help federal power agencies bypass Congress in efforts to build a nationwide public power system in competition with private power companies.

—*Macom (Ga.) News*



**WITH SPRINGTIME COMES HOME FREEZER TIME.** Becky Jones, left, home service advisor, Port Arthur, shows this group of Beaumont area ladies how they can get the most out of their electric home freezer. The program, "Treasures from the Freezer," was presented in cooperation with the Jefferson County Home Demonstration Clubs. Over 150 ladies from seven Jefferson County communities attended the two programs, one in Beaumont, the other in Port Arthur, last month.

## Lake Charles Employees Elect Club Officers

**T**HE Lake Charles Kilowatt Klub, division employee's recreation club, has elected the following to the board of directors for the 1963 term of office: Lucian Ory, Sales, Garland Strong, Production, Riverside Station, and Theodore Matte, Storeroom; Paula Davis, Sales, was elected secretary and LeRoy Courville, Accounting, treasurer.

## Sympathy to:

**Mr. and Mrs. John O. Benton**, in the loss of their daughter, **Joanie Elizabeth**. Mr. Benton is employed in the Baton Rouge Gas Service Department.

**Mr. and Mrs. Elvie A. Cowart**, in the loss of their father and father-in-law, **Mr. E. E. Freeman**. Mr. Cowart is employed in the Baton Rouge Gas Engineering Department.

**D. K. Clubb**, tax and budget accountant, and **Earl Clubb**, retired employee, Beaumont on the death of their brother, **Ruben Clubb**, of Beaumont, February 21.

**Evelyn Wilsfred**, home service advisor, Baton Rouge, on the death of her brother, **Staten H. Wilsfred**, of Baton Rouge, on February 19. Mr. Wilsfred, 43, was vice president of Boyce Machinery Corp.



# gulf staters in the news

**ROY S. NELSON**, former chairman and now a member of the Board of Directors, recently inspected the nuclear fusion laboratories of General Dynamics Corp. in San Diego, Calif. Mr. Nelson is also a director of the Texas Atomic Energy Research Foundation which our Company and ten other investor-owned Texas electric utilities formed to sponsor, with General Dynamics, the largest privately-financed program of nuclear fusion research in the world.

**Cecil Nantz**, distribution supervisor in Orange, has filed application for reelection to the Orange County School Board as trustee-at-large. The election will be held April 6. Mr. Nantz has been a member of the board since 1952 and is currently serving as president. He was also president of the board in 1961 when county school trustees adopted a resolution proposing county-wide school consolidation and suggested a route by which consolidation could be accomplished.

**Frank Robinson**, local superintendent, Woodville, was master of ceremonies at the recent ground breaking for the new Tyler County Hospital. He has also been elected a director and vice president of the Woodville Chamber of Commerce.



**COLLECTS FOR CAMPFIRE CANDY SALES.** Mrs. Neva Lee Braswell, left, wife of James L. Braswell, assistant general accountant, Beaumont, collects money following the Beaumont Campfire Girls Council candy sale from Mrs. L. J. Sheffield, leader of the Longfellow School Campfire Girls, and her daughter, Debra. Mrs. Braswell was general sales chairman for this years highly successful candy sale.

**Randy McAlpine**, superintendent of sales, Beaumont Division, has been elected president of the board of the Pinewood Country Club. **Sterling Oliver**, Civil Drafting-Engineering, Beaumont, was elected to the board and named golf tournament chairman.

**C. B. Barron**, division sales manager, and **Donald Sullivan**, commercial sales representative, Baton Rouge, appeared before the Society for Advancement of Management, Louisiana State University. Topic of the discussion was "Government in Utilities."

**E. S. Krouse**, area development engineer, Baton Rouge, discussed the "Unfair Competition in the Electric Power Business Created by the Federal Government." before the Jackson, Louisiana, PTA.

**J. W. Kirkland**, T&D operating superintendent, Baton Rouge, participated in a recent "Modern Management" Panel discussion of Personnel Management Problems, held in Baton Rouge.

**Jack Worthy**, assistant advertising director, Baton Rouge and chairman of the Baton Rouge Chamber of Commerce Americanism Committee, presided at a noon luncheon recently, when Dr. Edward R. Annis, president of the American Medical Association, addressed 375 business and civic leaders on the subject of Medical Care Bill and other encroachments of business being made by the Federal government. This was the first in the Americanism Committee's "Voice of Freedom Series" scheduled during 1963.

**R. O. Wheeler**, manager, Baton Rouge Division, has been named chairman of the Builders Committee for the annual membership campaign of Junior Achievement of Baton Rouge.

**B. J. McMasters**, district superintendent, Jennings, has been named a director of the Jennings' Diamond Jubilee Board.

**W. P. Carroll**, local superintendent at Madisonville, has been elected to the board of directors of the Madison County Chamber of Commerce.

**Jack Watson**, buyer in the Beaumont Purchasing Department, was recently installed as chairman of the Jefferson County chapter of the National Foundation. Mr. Watson has long been interested and an active worker in the Foundation, first as a March of Dimes volunteer, later as a member of the executive board.

**Oscar Baxley**, commercial sales representative, Beaumont, has been appointed chairman of the exhibits and concessions division of the 1963 South



**MEETS NEW PRESIDENT.** John Terry, left, congratulates Al Mashburn, senior engineering assistant, Silsbee, upon being presented the fez as president of the East Texas Shrine Club for 1963. Behind Potentate Terry and President Mashburn is Frank McClanahan and Conley Bradshaw of Silsbee.

Texas State Fair. He was a member of the division for the past two years and chairmanned the annual YMBL basketball tournament last year. In 1962, he was general chairman of the YMBL Hobby Show.

**C. E. Chambers**, control operations foreman, Roy S. Nelson Station, has been elected a director for two years to the Lake Charles Industrial Management Club.

**J. Kirby Jones**, superintendent of sales, Port Arthur, has been elected to the board of trustees of Port Arthur College.

**Dan Poulson**, office engineer, Beaumont, has been elected president of the Beaumont Building Owners and Managers Assn. for 1963. The association meets monthly to take action on local office building problems.

**V. R. Norvell**, district superintendent, Silsbee, has been elected a director of the Silsbee Kiwanis Club and has been reappointed an executive member of the Trinity-Neches Council of Boy Scouts of America.

**John Cassels**, district serviceman, Kountz, has been elected a director of the Kountze Chamber of Commerce.

**Ray Pace**, residential sales representative, Sales, Beaumont, was recently presented a plaque for his services at the annual banquet of the Vidor Chamber of Commerce. Mr. Pace is outgoing president of the Chamber. He will serve on the board of directors during 1963. **L. C. McCullar**, district serviceman, Vidor, has been elected secretary of the Chamber for 1963.





**Congratulations**  
on  
your  
promotion

M. T. Alford, Beaumont, promoted to relayman first class in the Engineering Department.  
Jerry J. Singleton, Beaumont, promoted to building and grounds maintenance man in Building Service.  
Eddie L. Pool, Port Arthur, promoted to lineman first class.  
Richard L. East, Baton Rouge, promoted to serviceman first class, Gas Department.  
Sam H. Chamberlain, Lake Charles, promoted to second fireman, Roy S. Nelson Station.  
Earl R. Mouhart, Lake Charles, promoted to test technician first class, Roy S. Nelson Station.  
Joseph D. Schatzle, Lake Charles, promoted to test technician first class, Roy S. Nelson Station.  
George R. Hayes, Lake Charles, promoted to lineman first class.  
Allen S. Keller, Lake Charles, promoted to utility truckdriver-T&D.  
Cheris J. Trahan, Jennings, promoted to truckdriver-T&D.  
Darrell W. Goodwin, Jennings, promoted to truckdriver-T&D.  
Rayford Bertrand, Lafayette, promoted to substation mechanic fourth class.

**Welcome**  
to  
GSU



Beatrice B. Odom, Beaumont, employed as a departmental clerk in Engineering Department.  
Mary L. Best, Beaumont, employed as stenographer in the Rate Department.  
Lillian W. Fontenot, Beaumont, employed as stenographer in Customer Accounting.  
Dorothy J. Somers, Beaumont, employed as a clerk in Customers Accounting.  
Elizabeth G. Walker, Beaumont, employed as a clerk in Customers Accounting.  
Peggy R. Bellue, Beaumont, employed as clerk in System Billing Records.  
Bobby J. O'Bannion, Beaumont, employed as floor saleslady, Sales.  
Mary E. Pate, Woodville, employed as a local office clerk.  
James D. Simpson, Port Arthur, employed as helper in the T&D.  
Constance C. Cauthen, Baton Rouge, employed as a clerk in Customers Accounting.  
Judith V. Kelly, Baton Rouge, employed as a clerk in Customers Accounting.  
Sidney J. Allison, Baton Rouge, employed as residential sales representative Sales.  
Sharon C. Spring, Denham Springs, employed as local office clerk.  
Robert C. Hebert, Lake Charles, employed as an operator's helper, Roy S. Nelson, Station.  
Rufus L. Lavergne, Jennings, employed as a helper in the T&D.  
Daniel Hebert, Lafayette, employed as a helper in the T&D.  
Vera W. Hintergardt, Sulphur, employed as a local office clerk.



**Mr. and Mrs. Richard T. Green** on the birth of their daughter, **Cynthia Sue**, December 7. Mr. Green is employed in the Financial Section, Accounting Department, Beaumont.  
**Mr. and Mrs. George L. Irvin** on the birth of their daughter, **Melissa Ann**, February 12. Mr. Irvin is employed in the Purchasing Department in Beaumont. Mrs. Irvin is a former employee in System Engineering.  
**Mr. and Mrs. Eugene Koci** on the birth of their son, **Gregory William**, February 6. Mr. Koci is employed in Orange Accounting.  
**Mr. and Mrs. Dalton Woodard** on the birth of their daughter, **Mary Thelma**, January 26. Mr. Woodard is employed in the Orange Appliance Repair.  
**Mr. and Mrs. Hawthorne N. Knighten** on the birth of a son, **Troy Stephen**, on November 26. Mr. Knighten is employed in the Baton Rouge Gas Department.  
**Mr. and Mrs. Gary E. Diamond** on the birth of their son, **Rick Earnest**, February 10. Mr. Diamond is a mechanic's helper in the Test Department at Louisiana Station.  
**Mr. and Mrs. Nathan Bibb** on the birth of their second daughter, **Lori Lee**, February 27. Nathan is in the Standards Section, System Engineering, Beaumont.  
**Mr. and Mrs. Wiltz Hanks, Jr.** on the birth of their daughter, **Deborah Lynn**, February 21. Mr. Hanks is employed in the Lake Charles Substation.  
**Mr. and Mrs. J. R. Neal** on the birth of their second child, **Julie Adile**, January 30. The Neal's have a son, **John**. Mr. Neal is employed in the Substation as mechanic first class in Baton Rouge.  
**Mr. and Mrs. T. R. Clayton** on the birth of their daughter, **Connie Lea**, February 6, in Our Lady of the Lake Hospital. The Claytons have two other children—a boy and a girl. Mr. Clayton is employed in the Baton Rouge Line Department.





**NAVASOTA SAFETY RECORDS RECOGNIZED.** The 185 employees of the Navasota Division won all three of the President's Personal Injury Safety Awards— on-the-job section, off-the-job section and motor vehicle section for 1962. Receiving the plaques on the behalf of their fellow employees are left to right: Gilbert Lauter, substation mechanic, first class, Navasota; John Lee Barrett, serviceman first class, Madisonville, and Talmadge Myers, serviceman first class, Calvert.



**LAKE CHARLES DIVISION KWH CLUB MEMBERS.** Two Lake Charles Division districts, Lake Charles and Sulphur, ended 1962 with 5,000 Kwh average consumption per residential customers and two others, Jennings and Lafayette, had an average of 4,000 Kwh. Accepting the awards, along with F. F. Johnson, division manager and vice president, are B. J. McMaster, superintendent, Jennings; J. R. Peckham, superintendent, Lafayette; G. J. Gilmore, superintendent, Sulphur, and E. H. Little, residential sales supervisor, Lake Charles.



**REACHES 5,000 KWH CONSUMPTION LEVEL.** E. L. Robinson, vice president and general sales manager, Beaumont, congratulates C. B. Barron, superintendent of sales, Baton Rouge, upon that division winning the achievement award for an annual average consumption of 5,000 Kwh per home customer.



**RECEIVE SAFETY AWARDS.** Employees of Sulphur District, Riverside and Roy S. Nelson Stations were awarded safety awards at their annual safety award dinner at the American Legion Home in Lake Charles. Receiving the awards, left to right, were F. F. Johnson, vice president and manager, Lake Charles Division, Louis E. Stough, Nelson Station, with the President's Award for First Place in Personal Injury Contest, Albert J. Boudreaux, Riverside Station, with the Company award for Lake Charles Division employees working 1,000,000 manhours without any disabling injuries, and Robert Tyler, Sulphur District, with the Edison Electric Institute Award for the disabling-injury-free 1,000,000 manhours. The awards were presented by C. P. Shirey, safety and training manager, Beaumont.



**VISIT WILLOW GLEN.** Recently 80 electrical, mechanical, civil and chemical senior students from the University of Southwestern Louisiana, at Lafayette, were guests of our Company for a tour of the Willow Glen Station at Baton Rouge during their annual field trip to the Baton Rouge area to visit various industrial installations. A. J. Matherne, Jr., plant superintendent, and station personnel conducted the students through the power plant in small groups. Their visit to Willow Glen gave them the opportunity to see a plant both in operation and under construction.



**KWH CLUB LOAD BUILDERS.** Five districts of the Baton Rouge Division recently won recognition awards for their growth in the average per customer Kwh consumption. Awards went to: Baton Rouge District, R. M. Andrus, superintendent of residential sales, 5,500 Kwh; Northern District, W. B. McMorris, local superintendent 4,500 Kwh; Eastern District, J. W. Lamm, Jr. local superintendent, 4,000 Kwh; Southern District, C. A. Glover, local superintendent, 4,500 Kwh; and Western District, W. A. Efferson, local superintendent, 4,000 Kwh. At the right is R. O. Wheeler, manager, Baton Rouge Division.





AFTER 34 YEARS, STILL A SATISFIED ELECTRIC CUSTOMER. Edd Mitchell, sales representative in Cleveland, Texas, graphically points out just how far flameless electric cooking has come since 1928. At his left is a vintage Armstrong electric range, still going strong, which was traded in recently by a satisfied Cleveland area customer who wanted a new flameless range. The little Armstrong, in mint condition, cost \$105 new. It uses 110 volts, has an oven and two surface units.

chased a new home at 1801 Linda Drive in Westlake. It is a three bedroom brick home with a completely built-in kitchen.

—By Dora Ann Johnson



**JAMES FUGITT**, substation mechanic first class, Lake Charles Substation, was among those attending the "Employee Development Course" in Beaumont on February 19-22.

**C. J. Gray** is convalescing in Lake Charles Memorial Hospital after receiving an electrical burn while working at Reigel Substation. Jim is recuperating and hopes to be home soon.

—By Jo Ann Burnett

## LOUISIANA STATION

**EVERYONE** enjoyed a recent visit from **Ira Noble**, a retired employee.

A "doll fly" seems to be the magic bait at False River for **Jack Thornton** and **Howard Chaney**. Of course, this bait may not prove effective unless you get Mr. Chaney to tell you how he teases those large bass with special rod action. They did make a very nice catch as evidenced by the picture we saw.



**BATON ROUGE SALESMAN OF THE YEAR.** Frank Keegan, residential sales representative, Baton Rouge, admires the plaque presented to him for being named Residential Salesman of the Year for the Baton Rouge Division.

over the  
**COFFEE  
CUP**

## NELSON STATION

**THE** new arrival, **Joey**, in the home of **Terry and Joe Doriciak** was honored by a baby shower on February 8. The hostesses were **Mrs. John Window** and two sisters of Terry, **Mrs. Anthony Reageau** and **Mrs. Edward Broussard**.

The scene was set in the dining room of **Betty Window's** home with a tree decorated with baby articles placed on a printed baby table cloth. One end of table held a cake with congratulations, the other dips and punch.

Among those attending were **Mmes. Fred Doucet, Mark Kingham, John Landry, Alan Levine, Buck Mouhart** and **Garrett Smith**. Gifts were sent by many friends unable to attend.

**Edna and Hubert Broussard** and children, **Hubert Stacy, Janell and Eric Scott** are happily settled in their new three bedroom home at 1809 Ike Street in Lake Charles.

**Leana and Joe Schatzle** and children **Erich and Stephanie** have also pur-



**BIG CATCH.** Jack Thornton, head fireman, and Howard Chaney, operating engineer, Louisiana Station, show big catch from False River.





**ATTEND LSU COURSE.** Attending Class II of the Supervisory Development Course at Louisiana State University, February 10-15 were: front row, left to right, L. A. Sullivan, right-of-wayman, Lake Charles; Leo Luquette, engineer, Beaumont; D. L. Bourgeois, engineer, Baton Rouge T&D; J. D. Boykin, line foreman, Beaumont; R. J. Broussard, line foreman, Lafayette; M. H. Elissalde, engineer, Beaumont; and H. R. Leicht, relay foreman, Beaumont; second row, J. W. Hebert, station engineer, Louisiana Station; W. E. Richard, commercial sales promotion supervisor, Beaumont; P. L. Davis, section head, Beaumont; A. L. Whitson, Jr., control operations foreman, Neches Station; H. S. Charlton, internal auditor, Beaumont; J. A. Sirman, right-of-wayman, Beaumont; A. E. Hine, line foreman, Jennings; and L. M. Risher, stores supervisor, Beaumont; third row, R. A. DeBlanc, maintenance foreman, Roy S. Nelson Station; E. J. Trouard, control operations foreman, Roy S. Nelson Station; W. F. Wright, writer, Advertising, Beaumont; A. C. Morgan, utility foreman, Port Arthur; P. A. Dickinson, line foreman, Lake Charles; E. H. Garner, control operations foreman, Sabine Station; G. B. Oglesbee, general line foreman, Beaumont; and C. H. Harris, section head, Baton Rouge. The course is designed to acquaint supervisory personnel with some of basic problems of management and provide them with information that will help in their future development as supervisors.

Gayle Miller returned for a short visit to Louisiana Station. Gayle resigned last September to await the stork. Gayle reported that John A. Miller, Jr. is doing fine.

—By Frances Heffner



**BUSY AT RETIRING.** Mr. and Mrs. J. M. Sullivan were kept busy opening packages at party given them by Navasota employees on February 28, Mr. Sullivan's last day with the Company before starting his retirement. Mr. Sullivan, who had been with our Company for 34 years, was labor foreman in Navasota.



**ALL** the employees who attended the Short Circuit Club Masquerade Ball had an enjoyable time listening and dancing to the music of Al Michael and the Pastal's. Among those dressed in original costumes were Mr. and Mrs. J. L. Rabalais, Mr. and Mrs. N. J. Thibodeaux, and Mr. and Mrs. B. J. Rabalais, who came in Chinese design costumes.

C. E. Kleinpeter, Baton Rouge Substation mechanic, took a week's vacation last month to get some fishing and visiting with friends. He said he enjoyed a week of leisure.

—By Sue Ellen Myers

Lillian Hansen, and Maxie Thomas employees of the Gas Service Department, are owners of sleek new Chevrolet Impalas.

—By Freda Hargrove



**SHADES** of Orville Wright! We have an aircraft designer in our midst. He is none other than **Van B. Hereford, Jr.**, accountant in Treasury Department, who has had previous exploits publicized in this column. The plans for his model airplane, "Lady Bug" have been purchased by Air Age, Inc. and were published in the March, 1963 issue of "Model Airplane News."

Janet Jackson, PBX operator was given a surprise birthday party on February 26 by fellow workers **Hilda Fournier, Sylvia Landry, Erline Cessac** and **Helen Head**. She admits to 23. Sylvia insists that I mention her nice birthday party of last August when she became 24. She doesn't look it, but she used to!

—By Ward C. McCurtain

**BERNICE EAVES, Glenda Milner,** and ex-GSU'er **Tommie Byrd** were hostesses at a stork shower given for former Billing employee **Shirley Bonner**. It was held in Mrs. Eaves' home Sunday afternoon February 17. The guests indicated their choice of a boy or girl by choosing pink or blue cake and napkins. Among the friends and relatives attending were former GSU employees **Eva Joy Shelton** and **Dora Porter**.

**Madeline Hymel, Order Process,** and **Gardner Stirling** have announced their plans for an August 24th wedding.

**Mary H. Steele** became the bride of **Patrick L. Corrigan** March 1 in Roberts Avenue Methodist Church. Mary is a new employee in the IBM Key punch Section of Billing. A miscellaneous bridal shower was given for **Mrs. Corrigan** March 7 at 3557 Grand by co-workers **Joy Hughes, Carmella Clark,** and **Margaret Read**.

Miss **Clark** and **Craigen Heiman** have decided on June 8 as their wedding day and Miss **Hughes** and **Jack Steele** plan an April wedding.

—By Glenda Milner

**FLO WENZELL** and her family have finally done it—moved into their new house, that is. She says the feature that she enjoys most is her electric (of course) dishwasher. Their address is 7805 Halliday Lane, Beaumont.

Joe's back and are we glad! Yes, **Joe Robichau** has returned to the 18th floor and the production Department





**NEW ARRIVAL.** Darrell Glen, son of George and Jamie Gray, Beaumont, arrived at St. Elizabeth Hospital on February 7 at 8:46 p.m. weighing seven pounds. Mr. Gray is employed in Office Services Section, System Engineering.

after working on the I.B.M. Project for the past year.

The Records Department spreads the welcome mat for two new members—**Martha McCall** and **Alvin Stephens**.

—By Peggy Stout

## NECHES STATION

**HERMAN E. MILLER**, mechanic's helper at Neches Station, and Miss Elma Ann Flurry were married on February 15 in the sanctuary of Watson Chapel Methodist Church in Newton.

Both the bride and bridegroom are graduates of Newton High School. The bride attended Stephen F. Austin State College and Lamar Tech. The bridegroom has completed a four-year tour of duty with the U. S. Navy. The couple are now making their home in Beaumont.

## SILSBEE

**MORRIS VAN WINKLE** of Silsbee wonders what happened to his pet alligator which came to his farm lake last summer. He thinks he may be hibernating. Of course, Morris is keeping a close count on his cows.

**Maxine Bell** has been recuperating at home from her recent operation. Maxine says she feels fine and hopes to be back at work soon.

**James Landies** deserves plenty of congratulations this year. He killed his limit of deer, lots of squirrels and didn't get lost a time.

## WOODVILLE

**KAREN GRIMES**, local office clerk, Woodville, left the Company on February 23 to join another company in marriage. Taking Karen's place in the Woodville office is **Mary Pate**.

**Jiggs Wall** had his hands full promoting the Lions Club wildlife banquet.

## KOUNTZE

**MARGARET ROBERTSON**, local office clerk in Kountze, backed down on giving a quail supper for the gang. Says her "Annie Oakley" shooting eye failed her this year.

## WILLOW GLEN

**KATHY STEWART**, daughter of **John A. Stewart**, control operations foreman at Willow Glen Station, was an entry for the title in the Junior Miss division of the Capitol City pageant held in Baton Rouge on February 15-16. Kathy won the title of Little Miss Capitol City in 1960 and rodeo queen in 1962. She is 15 years old and is a student at Glen Oaks High School in Baton Rouge.

Some of us may feel that after our record breaking winter season in the

sunny south, we have become a little accustomed to very cold weather. **A. J. Matherne, Jr.**, superintendent at Willow Glen Station, after spending about four days in Boston, Mass., recently, knows he hasn't. While there, he said he had to wear his insulated undersuit to keep warm. The Bostonians said he was in luck because during his visit, there was one beautiful spring day, when the sun shone bright, and the temperature jumped up to 30 degrees.

—By Dora Landaiche

## CALVERT

**GOREE MATTHEWS**, district superintendent, Calvert, is looking forward to his weekend round of golf at the Calvert Country Club, anticipating that he might score another hole-in-one.

Mr. Matthews put his golf ball in the cup with an iron tee shot on No. 17 at the country club course on November 24.

On February 17 he duplicated the feat, same hole, same club, same 175-yard distance.

Two holes-in-one in four months, he decided, must mean that he has found the range on the 17th hole.



**ON THE WAY TO HOUSTON.** B. F. Sparks, serviceman, Conroe, fifth from left, rode on the famous "Sam Houston Trail Ride" from Montgomery to Houston, February 17-20. He was attached to the First National Bank wagon. Pictured are Drew Fenley, Dave Nichols, Mrs. Gene Reaves, Sheriff Gene Reaves, Mr. Sparks, Sam McKnight, John and Otho Reaves.



## BIBLE - BREAK



by Ruby Lee Adams

**W**E are constituted with an inherent love of variety. Similarity in scenery, monotonies in music, sameness in thoughts or even in expressions, soon become wearisome. We enjoy what is new, fresh, different; hence, we find that God, who formed our constitution, and created the world to meet its necessities, has given to it almost infinite variety. It is wonderful that in nature there are no two blades of grass, nor flowers, nor vegetables, nor leaves, nor trees, nor hills, nor mountains, nor rivers, lakes, oceans, nor continents; there are no two human faces, nor bodies, nor minds, precisely alike. This feature characterizes the climates, the seasons; it is not always spring, nor always summer, nor always autumn, nor always winter, but they come to us in beautiful succession. Their very diversity makes the whole year more delightful. Variety always and everywhere meets our eye and ear; this seems to be a necessity of our nature, as well as a desire.

Does it not occur to you how various are the types of female characters made prominent in the Bible? Think of those we have already considered. How different in some respects was Eve from Sarah; and Sarah from Rebecca; and now Rebecca from Ruth.

Ruth is one of the most attractive girls in the Bible; and what a charming oasis is her story which has been the admiration of literary men in all ages. Even Voltaire, whose masterly mind was filled with prejudice against the Bible, declared that the book of Ruth 'was a gem in Oriental History.'

In Hebrew the name Ruth means 'friendship' and in English 'pity.' She lived up to her name in both languages; she was loyal and sympathetic. And her story is one of those exquisite idyls of love and domestic life which bring remote ages close to our hearts.

To be interested in Ruth one

must learn to take an interest in the elder friend Naomi. Nor is this difficult. A generation ahead of the beautiful Ruth, Naomi had her reign of beauty.

**T**HE tale of Naomi is soon told.

Driven by famine from Bethlehem-Judah, she had come with her husband and two sons to settle in the land of Moab. In a few years Naomi was a widow and was left in very destitute circumstances.

Her two sons took wives among a strange people. Thus into the life of Naomi there came the Moabitess Ruth; she and Orpah wedded the two sons. But the daughters of Moab were entering the charmed circle of the winsome Israelite; not only did they become model wives to the sons, but they united in an overpowering love for the mother. Very soon the two sons died childless, leaving Naomi a solitary Israelite, bereft of kin and fortune. With no links to bind her to the land of her sojourning, she would return to her home to die. But she will go alone.

She calls her two Moabite daughters-in-law, Ruth and Orpah, to bid them farewell. She points out to them that their whole chance of fortune lies in their remaining in Moab. She tells them of a blank life before her which they cannot share. She releases them from all ties, from all obligations. Orpah kissed her, but Ruth clave unto her, and spoke out those words that have brought down the ages their eternal fragrance, as fresh and sweet today as when first uttered:

'Whither thou goest, I will go; and where thou lodgest, I will lodge; thy people shall be my people, and thy God my God; Where thou diest, will I die, and there will I be buried; the Lord do so to me, and more also, if ought but death part thee and me.'

Ruth accompanies Naomi to Bethlehem; they arrive at the time of barley harvest; and the season suggests to her a chance to display her sincerity. She virtually says to Naomi: 'Though I dwell with you I will be no burden to you. I intend from this hour to work for my living which shall also be your living. See, the harvest is calling me; let me go and glean in yonder field.'

**B**OAZ, a rich kinsman of Naomi's, was like a prosperous American farmer, head of a vast estate. He was sound, hearty, healthy man, broadminded and generous, whose relations with his hired reapers were cordial. He comes into the field one morning and salutes the reapers with a friendly welcome; his eye lights upon a girl who is glean-ing; she is poorly clad but she is unmistakably above her surroundings. There is a dignity in the mien which tells of better days, a refinement in the expression which speaks of other environments.

Boaz is thunderstruck and he asks, who is that? When he is told, he realizes the kinship, but he does not tell it to Ruth. The hope of rich patronage spoils development; he wants this high-minded woman to keep her moral independence.

He only aims to retain her in his vicinity; he bids her to abide in his own field; he tells her to come daily to the common meal. Above all, he is eager to preserve her from coarse contact. It was a sound panacea for self-revelation that Boaz gave to Ruth when he said, 'Stand fast by my maid-ens!'

And so there is created between these two a strange blend of love, a blend which the Bible Gallery alone can make romantic. On the one side there is the spirit of protection; on the other is the spirit of gratitude.

Boaz had reached the age when he was flattered by her evident liking for him, for he had supposed that he must henceforth be and remain Boaz-sit-by-the-fire. Fortunately for him, he fell into good hands; for a woman that had shown such single-hearted devotion to Naomi would be faithful and loyal to the man of her choice. That very expression which we use so often, 'the man of her choice,' is significant.

Ruth is lifted out of obscurity into a great marriage and a happy home life. Naomi went wild with delight at having a grandson. She 'laid it in her bosom, and became nurse unto it.' The boy was named Obed, and became the grandfather of a mighty king. The last word in the book of Ruth is David: 'And Obed begat Jesse, and Jesse begat David.'



# THE STORY OF TEN LITTLE FREE WORKERS

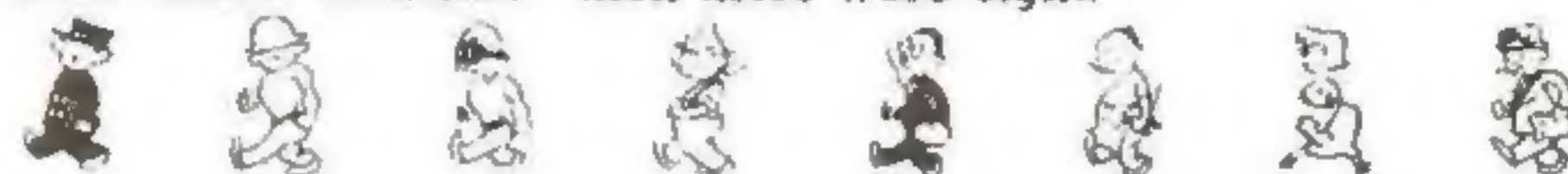
THESE ARE THE WORKERS



Ten little free workers in this country fine and fair,  
But if you cherish your freedom—worker have a care!  
Ten little free workers—Reddy was doing fine  
Until the socialists got him—then there were nine.



Nine little free workers laughed at Reddy's fate  
Along came federal medicine—then there were eight.



Eight little free workers thought this country heaven  
But the government took over the railroads, then there were seven.



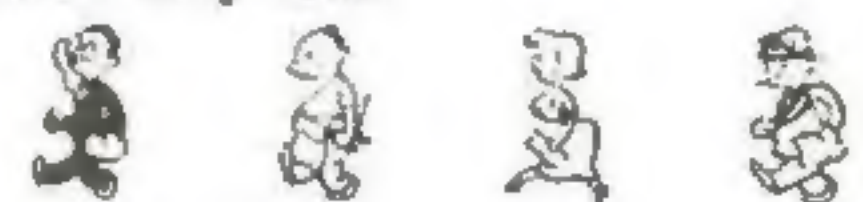
Seven little free workers—'till the oil workers got in a fix,  
Uncle said oil's essential and took over leaving six.



Six little free workers 'till the day did arrive  
The steel mills too were federalized—then there were five.



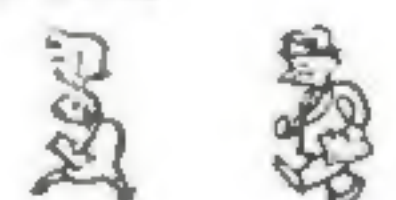
Five little free workers—but the farmers are free no more  
The farms have been collectivized—that leaves only four.



Four little free workers till the government did decree  
All must have free legal advice—then there were three.



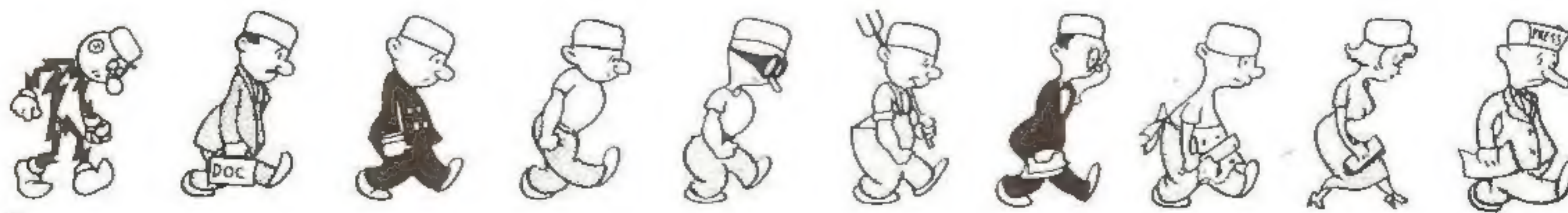
Three little free workers—the number is getting few,  
But with government groceries selling food—then there were two.



Two little free workers—our story's almost done,  
With clerks at work in federal stores—that leaves only one.



One little free worker—the reporter son-of-a-gun  
Mustn't criticize government—so now there are none.



Ten little workers—but they are no longer free  
They work when and where ordered, and at a fixed rate you see,  
And it all could have been prevented if they'd only seen fit to agree  
And work together instead of saying "it never can happen to me!"

Yes . . . this could happen to you. This little story could come true unless each of us works to preserve free enterprise. What can you do? Write your Congressman and ask him to keep government out of business.



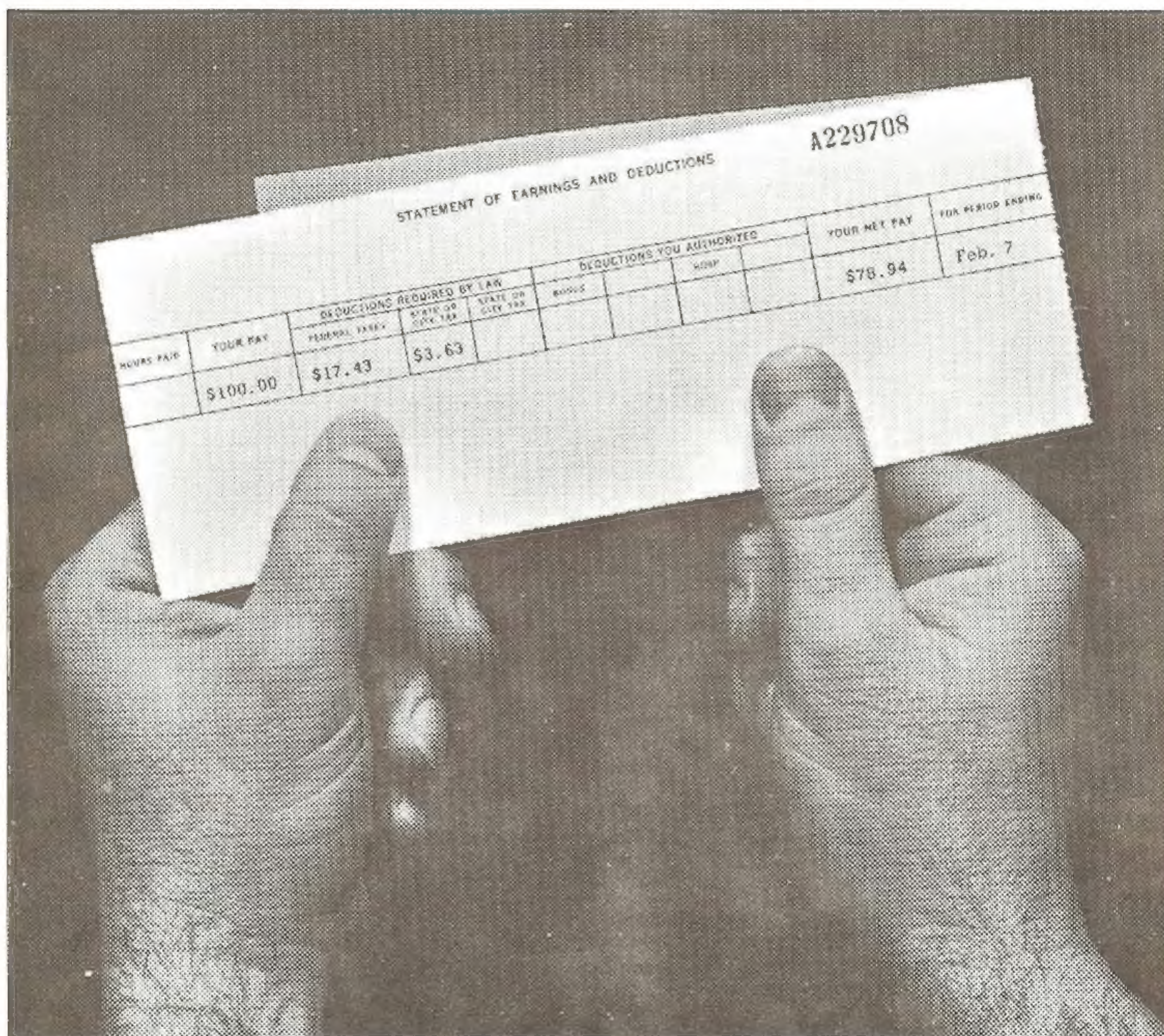
AFTER FIVE DAYS RETURN TO

*Plain Talks*

P. O. BOX 2951  
BEAUMONT, TEXAS

RETURN POSTAGE GUARANTEED

Bulk Rate  
U. S. POSTAGE PAID  
Beaumont, Texas  
Permit No. 11



## Where do you want your tax money to go?

**I**F you had your choice, you'd probably pick defense, or space exploration, or some other job you expect the federal government to do.

It isn't likely that you'd pick a job for which your tax dollars would be spent needlessly.

Yet some people are urging the federal government to build *more* electric power plants and lines.

This is unnecessary spending because the more than 300 investor-owned electric light and power companies like our Company can provide all the additional electricity a growing America will need.

Wouldn't it make sense for the federal government to stop such needless spending, and use your tax money only for items that can be justified on the grounds of national interest?